



Understanding the influence of advertising media on brand awareness of carbonated soft drinks on generation Z of India

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ABSTRACT

The research was conducted to study the influence of advertising media on the generation Z which included the brand awareness of carbonated soft drinks. The main objectives To analysis effect of advertisement on gen z with respect to carbonated soft drinks, to study the impact of on consumer preferences toward brand equity of drinks, to investigate how social media marketing of energy drinks influence young adults. The research was based on the primary data collection through the responses of the generation z of our college. The data collection was done by the survey form which was created according to the factors influencing the generation Z.

Keywords: Advertising media, Brand awareness, Consumer preferences, Generation Z

Introduction:

The practice of sharing information about a company to current and future customers is known as advertising. It usually includes information about the advertising company, its product characteristics, and the location where its products are sold, among other things. In today's era of large-scale production, producers can't imagine promoting their products without advertising. Advertising helps to strengthen personal selling to a considerable extent. The rise of social media has drawn a lot of attention to businesses and individuals interacting on the social networking platform. Social media has transformed traditional brand-consumer communication, allowing customers to have both a beneficial and bad impact on brand equity. Businesses may now reach a wider audience and offer compelling value propositions that were previously impossible to achieve.

The rise of social media has drawn a lot of attention to both businesses and individuals that interact on the platforms. Websites like Facebook, Twitter, and YouTube, among others, have significantly increased engagement with end customers of various goods and services that were previously unavailable through traditional medium.

Carbonated soft drinks:

DRINKS ARE CLASSIFIED INTO TWO MAJOR CATEGORIES. There are two types of drinks: natural and artificial. The non-contaminated chemical (H₂O) that is directly ingested is referred to as a natural drink. Artificial drinks, on the other hand, are contaminated with chemicals. (S.VIJAYKUMAR*, 2,JUNE 2005)

Brand awareness:

Brand awareness plays an important role in consumer decision making by bringing three advantages; these are learning advantages, consideration advantages, and choice advantages (Keller, 1998). Also Brand awareness is an important and sometimes undervalued component of brand equity (Aaker, 1996). Brand awareness is the result of consumer's exposure to brand (Alba, 1987)

Literature Review:

Social media is a core component of young people's lives and has been widely researched in relation to relationship building and maintenance (Thomas et al., 2017). Burgess, Marwick, and Poell (2017) delineate social media as those digital platforms, services and apps built around the merging of content sharing, public communication, and interpersonal connection.

Kakumanu (2015) highlighted the relationship between advertising elements of soft drinks brands and demographic characteristics of the customers and their preference towards the soft drinks with respect to brand ambassadors in the Telangana state.

Srikant et al., tried to discuss the struggle of the people of Plachimada village of Kerala for groundwater against Coca-Cola Company and the issues involved in such a struggle were also highlighted and concluded that struggle is to be seen in the context of communities asserting their traditional rights over resources that goes beyond the logics of the state.

Ulas et al., (2006) analysed the brand switching attitudes of cola consumers in Turkish cola market and also highlighted that how the Cola Turka, the new cola brand, which captured almost one-quarter of the market which has the potential in creating loyal consumers. Despite Coca-Cola preserving its dominance, Pepsi-Cola has been surpassed by this new product.

Kassem et al., (2004) suggested that parents, teachers/coaches, and health professionals should encourage the perception that there are other healthier drinks that quench thirst better than soft drinks and taste good, and that soda should not be excessively available at home.

Grimm et al., (2004) identified the factors like taste preference, soft drink consumption habits of parents and friends, soft drink availability in the home and school and television viewing which are associated with non-alcoholic carbonated soft drink consumption in Children.

Objective of Research Study:

- To analysis effect of advertisement on gen z with respective to carbonated soft drinks.
- To study the impact of on consumer preferences toward brand equity of drinks.
- To investigate how social media marketing of energy drinks influence young adults

Research Methodology:

This research is descriptive in nature; the necessary data were collected through a structured questionnaire. Descriptive type of methodology was followed. The study depends on primary data. The sample size is an approximate 30-40 sample which is collected within the university campus that fall under the category of generation Z.

Source of data:

The necessary data were collected through a structured questionnaire. Descriptive type of methodology was followed. The study depends on primary data. This study contains primary data collected through the survey within the university campus that fall under the category of generation Z.

Data Analysis and Interpretation:

Table showing demographic information of 34 responses:

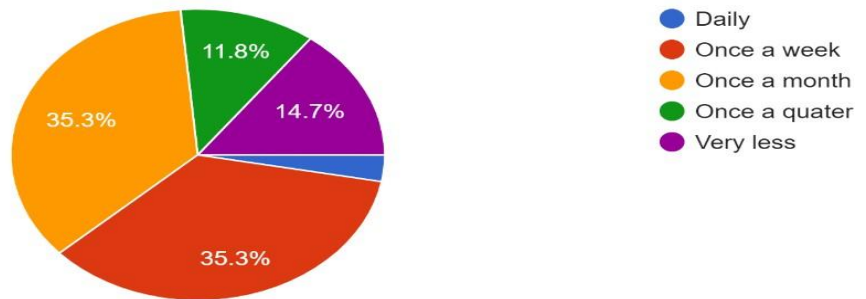
Category	Sub category	Responses in %
Age	15-25	73.5
	25-32	23.5
	32-40	0
	More than 40	3
Gender	Male	58.8
	Female	41.2
Working Status	Job	29.4
	Unemployed	8.8
	Student	61.8
Income	Less than 2.5 lakhs	24.2
	2.5 to 5 lakhs	9.1
	5 to 10 lakhs	66.7
Preferred soft drink	Pepsi	14.7
	Coca cola	38.2
	Fanta	17.6
	Mountain Dew	6
	Other	23.5
Consumption	0-200 ml	64.7
	200-500 ml	26.5
	500-800 ml	5.9
	More than 800 ml	2.9

Interpretation:

The above table shows that the most of the consumer are male student from the age of 15 to 25. The favorite soft drink of the consumer is coca cola (0-200 ml).

What is the frequency rate of your drinking soft drink

34 responses

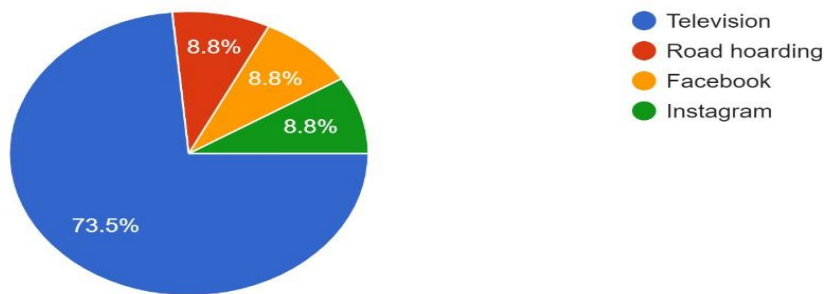


Interpretation:

From the above chart, we can assume that the average drinking rate is 70% or once a month or once a week. So we can say that an individual drinks soft drinks at least a week. It is also seen that very few of the respondents drink soft drinks daily.

Advertisement that you follow most for carbonated soft drinks information

34 responses

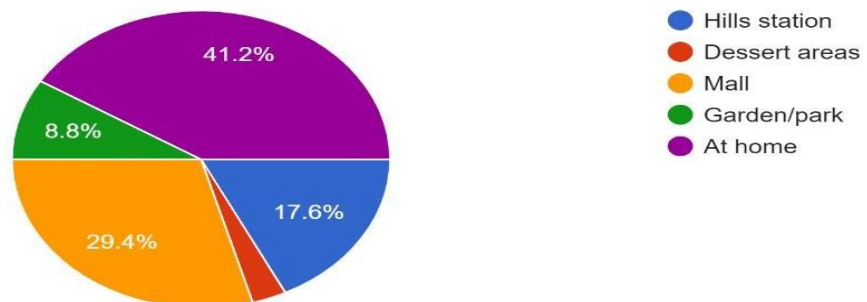


Interpretation:

The above chart shows that the most followed advertisement for the soft drinks are by television. That is, most of the respondents (73.5%) have come across the advertisement through television. The remaining respondents were reached by road hoardings (8.8%), Facebook (8.8%) and instagram (8.8%). We can assume that most of the customers are attracted by television.

Destination you prefer more for having carbonated soft drinks

34 responses

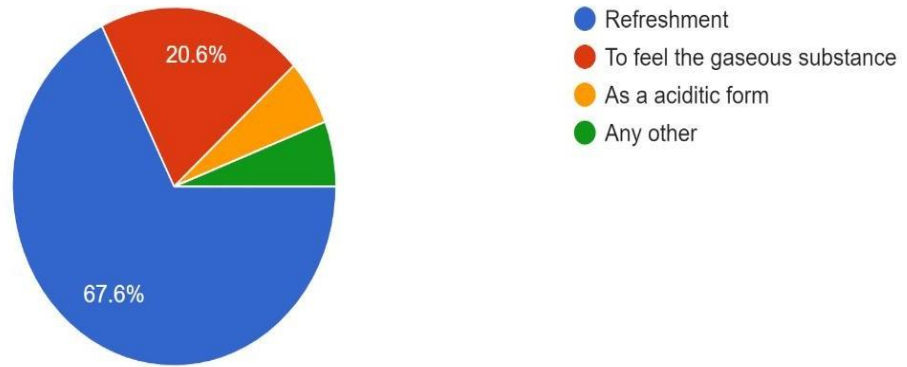


Interpretation:

The above assumption shows that most of the people prefer to consume soft drinks at home (41.2%). About 29% of the respondents prefer to consume soft drinks at mall. And the remaining may consume at a hill station or any garden. So we can see that some consume soft drinks at special occasions.

What changes do you like after having soft drinks

34 responses

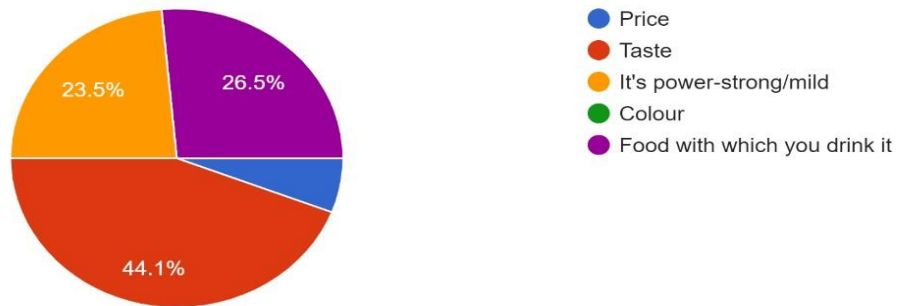


Interpretation:

From the above chart we can see that, majority of the people that is 67.6% of the respondents consume soft drinks for refreshment. 20.6% of people consume tem to relieve themselves from the gaseousness. Some of the people have it as an acidic form and the remaining of them feel something indescribable after having it.

Which aspect of soft drink matters more to you

34 responses

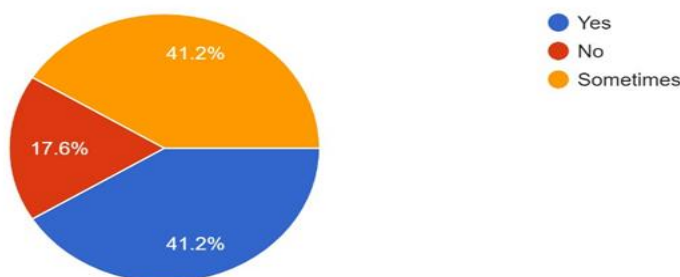


Interpretation:

From the above chart, we can interpret that few prefer soft drinks by its taste; others prefer its strong flavour or mildness; most of the respondents opt soft drinks according to the food.

Do you like to taste new types of soft drinks brands by seeing the advertising media

34 responses

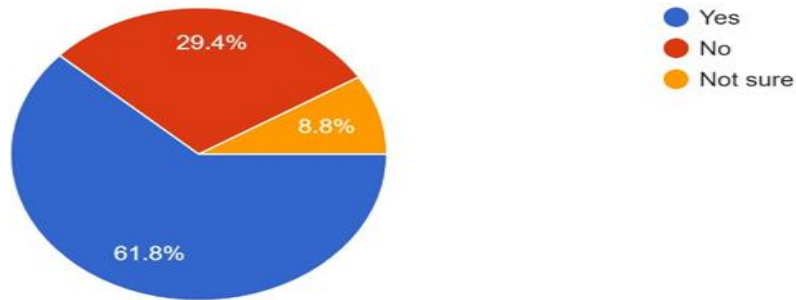


Interpretation:

The results show that almost all of the respondents prefer to have the soft drinks either after seeing it on an advertisement, and some of them don't. While remaining of the respondents rarely prefer to go with the advertisement.

Do you think brand affects the liking or dislike of your choice to soft drinks

34 responses

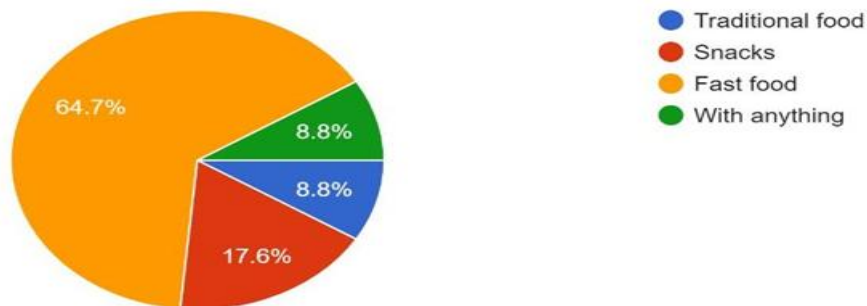


Interpretation:

The above responses show that majority of the people that is 61.8% of the people get affected by the brand where the soft drink come from or are manufactured by. Whereas 29.4% of the respondents aren't affected by the brand the soft drink carries. Very less amount of people that is 8.8% of the respondents aren't sure whether they get affected or not.

With what kind of food do you like to have soft drinks

34 responses

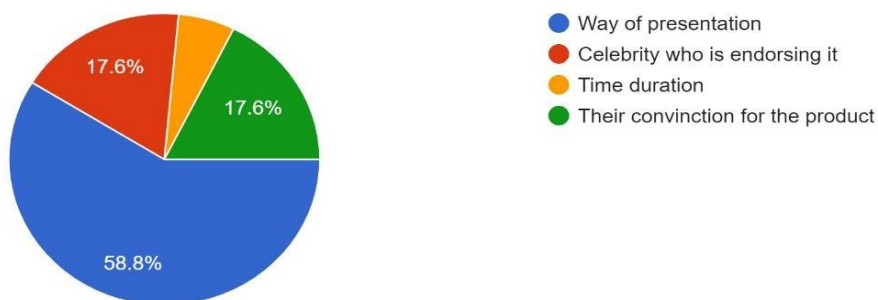


Interpretation:

The above chart shows that majority of the respondents; that is 64.7% of them prefer to have soft drinks mostly with fast food. 17.6% of respondents prefer to have it with snacks, 8.8% of the respondents prefer to have it with either traditional food or anything.

What do you like more interesting in advertising media about carbonated soft drinks

34 responses



Interpretation:

From the responses recorded, majority of the consumers, that is, 58.8% of them are attracted by the way of presentation of the soft drink advertisements. 17.6% of the consumers prefer to choose the ads by the celebrity who's endorsing it. 17.6% of the people prefer to use the product by the convincing power of the product and very few people refer the time duration of the advertisement.

Limitation:

A targeted group of students of our college under the faculty of management studies who fall under the category of Generation Z were considered for conducting the study.

Findings:

- An individual can consume soft drinks at least once a week.
- The most of the costumer can be targeted by the advertisement through television.
- Generally people prefer to consume soft drink at home or at mall, most of them feel refreshed after consuming soft drinks.
- People are fond of taste that is they prefer taste over price or any other factor.
- If there is a new soft drink in market people generally go for it as everyone likes to taste something new.
- Mostly everyone prefers soft drinks with fast food.
- The people are attracted through the way of presentation of the advertisement.

Conclusion:

Based on the findings, we conclude that the soft drinks are consumed by an individual at least once in a week. According to the findings, the most of the consumers are influenced and targeted by the adverstiment through television. Generally people prefer to consume soft drinks at home or at mall. Most of them feel refreshed after consuming soft drinks. Many people are fond of taste overprice or any other factor.

According to the study, if there is a new soft drink comes in a market people generally go for something new to taste. The soft drinks are generally preferred by everyone with fast food. Most of the people are attracted through the way of presentation of the advertisement.

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