



---

# **A STUDY ON HEALTH CONSCIOUSNESS AND ITS EFFECTS ON SOFT DRINK CONSUMPTION IN COIMBATORE CITY**

***Ms.R.Akshaya sudarshana<sup>1</sup>, Kiruba T<sup>2</sup>***

<sup>1</sup>Assistant professor, Department of commerce professional accounting, Sri Krishna Adithya College of Arts and Science, Coimbatore  
[akshayasudarshana@skacas.ac.in](mailto:akshayasudarshana@skacas.ac.in)

<sup>2</sup>Student, Department of commerce professional accounting, Sri Krishna Adithya College of Arts and Science, [kiruba971517@gmail.com](mailto:kiruba971517@gmail.com)

---

## **1. INTRODUCTION**

Soft drinks are carbonated, flavoured, water-based beverages with added sugars. Natural or artificial flavourings, as well as sugar, high-fructose corn syrup, fruit juice, or sugar substitutes, can be used as sweeteners. In recent years, increasing awareness of health and wellness has influenced consumer behaviours, particularly in the food and beverage industry.

Soft drinks, known for their high sugar content, artificial additives, and potential health risks, have become a subject of concern among health conscious individuals. This study aims to explore the level of health consciousness among consumers regarding soft drinks, analysing their awareness, perceptions, and consumption patterns.

---

## **2. STATEMENT OF PROBLEM**

Soft drink firms can better position themselves to fulfil the requirements and wishes of their target market and to boost customer satisfaction. This study seeks to investigate the relationship between health consciousness and soft drink consumption in India. It aims to understand how awareness of health-related issues influences consumer choices regarding soft drinks, whether this consciousness leads to reduced consumption, and what factors may contribute to continued consumption despite health concerns. Additionally, the study will explore demographic variations, such as age, gender, and socioeconomic status, in shaping attitudes toward soft drinks.

---

## **3. OBJECTIVES OF THE STUDY**

- To analyse the purchasing habits of customers with respect to soft drinks.
- To determine the factors that influence customer satisfaction and preference with soft drinks
- To identify the overall Satisfaction Level and health consciousness of Soft drinks.

---

## **4. SCOPE OF THE STUDY**

The primary goal of this research is to determine how satisfied and health-conscious Indians are with soft drinks in urban and semi-urban areas of the country. The target audience for the survey includes any category of age above 15. This study will examine the marketing strategies that contribute to maintain brand loyalty among different customers.

---

## **5. LIMITATIONS OF THE STUDY**

- Convenience sampling was used in the study, which could limit how broadly the results can be applied, and self-reported data may have response bias.
- A thorough research was not possible due to time constraints; hence the study's scope was restricted.
- With a sample size limited to 150 responders.
- The respondents' attitudes and points of view could vary with time, it should be emphasized.

---

## 6. METHODOLOGY OF THE STUDY

- Area of the study
  - Sources of data
  - Sample size
  - Statistical tools used
- 

## 7. REVIEW OF LITERATURE

- MOHAN, V., & DEEPA, M. (2014) In their review on the epidemiology of diabetes in India, they addressed how dietary patterns, including sugary drink consumption, are contributing to the rise of diabetes and obesity in the Indian population
  - WANSINK ET AL. (2014) in their study found that individuals who actively monitor their health tend to reduce their intake of sugar sweetened beverages
  - KELLY (2014) examined Cavities and tooth degradation can result from soft drinks' high sugar and acidity content.
  - NIELSON (2015) In their study found that an increasing number of consumers are seeking healthier alternatives, leading to a rise in demand for low-calorie and naturally sweetened beverages
- 

## 8. OVERVIEW OF THE STUDY

Soft drinks are carbonated, flavoured, water-based beverages with added sugars. Natural or artificial flavourings, as well as sugar, high-fructose corn syrup, fruit juice, or sugar substitutes, can be used as sweeteners. "Soft" drinks are distinguished from "hard" alcoholic drinks by their name. Soft drinks may include small amounts of alcohol, however in many nations and locations, the alcohol level of the drink must be less than 0.5% of its total volume in order for the drink to be classified as non-alcoholic. Soft drinks can be served room temperature, chilled, or over ice cubes. They come in a variety of container types, including as glass, plastic, and can bottles. There are many different sizes of containers; they might be little bottles or huge multi-litre containers.

### ***COCO COLA***

The Coca-Cola Company is an American multinational corporation founded in 1892. It manufactures , sells and markets soft drinks including Coca-Cola, other non-alcoholic beverage concentrates and syrups, and alcoholic beverages. Its stock is listed on the NYSE and is part of the DJIA and the S&P 500 and S&P 100 indexes. Coca-Cola was developed in 1886 by pharmacist John Stith Pemberton.

### ***PEPSI***

The corporate headquarters of the global American food, snack, and beverage company PepsiCo, Inc. are located in the hamlet of Purchase in Harrison, New York. The business of PepsiCo includes every facet of the food and beverage industry. It is in charge of the product's production, marketing, and distribution. Since the Pepsi-Cola Company and Frito-Lay, Inc. merged in 1965 to establish PepsiCo, the company has grown to include a remarkably diverse portfolio of food and beverage brands in addition to its namesake beverage, Pepsi Cola.

### ***APPY FIZZ***

In 2005, Parle Agro launched the product Appy Fizz in India. Appy Fizz, which is made of carbonated apple juice, can serve as the foundation for several cocktails. Under license from Parle Agro, Global Beverage Co. Ltd. also produces and sells Appy Fizz in Bangladesh.

### ***DR PEPPER***

Dr Pepper was created in 1885 by Charles Alderton, a pharmacist in Waco, Texas, who developed the unique soda at Morrison's Old Corner Drug Store. The drink quickly became popular, and the store's owner, Wade Morrison, named it "Dr Pepper," though the exact origin of the name remains debated. Some believe it was named after Dr. Charles T. Pepper, while others think it was meant to evoke health and vitality. Dr Pepper gained national recognition at the 1904 St. Louis World's Fair and continued to grow, officially forming as a company in 1923 in Dallas, Texas.

---

## 9. ANALYSIS AND INTERPRETATION

Table showing the soft drinks preferred by the respondents

SOFT DRINKS PREFERRED	FREQUENCY	PERCENTAGE
COCO COLA	39	26%
PEPSI	43	29%
APPLY FIZZ	44	29%
DR PEPPER	8	5%
OTHER	16	11%
TOTAL	150	100%

**Interpretation**

The above table states that Apply fizz is the most preferred soft drink among the respondents with a percentage of 29% Pepsi is a close second with a percentage of 29% , Coco cola follows closely with a percentage of 26% , Dr pepper has a relatively small market share with a percentage of 5%, and 11% of the respondents prefer other soft drink brands

Table showing the amount spent monthly on soft drinks purchase by the respondents

AMOUNT SPENT	FREQUENCY	PERCENTAGE
BELOW Rs 500	76	51%
Rs 500-2000	42	28%
Rs 2000-3000	30	20%
Rs3000 ABOVE	2	1%
TOTAL	150	100%

**Interpretation**

The above table indicates that 51% of the respondents spend below Rs 500 per month for purchasing soft drinks , 28% of the respondents spend Rs 500-2000 per month for purchasing soft drinks , while 20% of the respondents spend Rs 2000-5000 and remaining 1% of the respondent spend above 3000 per month for purchasing soft drinks.

**RANK ANALYSIS**

Table showing the rating of the soft drinks brands by the respondents

SOFT DRINKS BRANDS	1	2	3	4	5	TOTAL	RANK
COCO COLA	35	8	11	21	80	568	1
PEPSI	12	81	23	25	9	388	4
APPY FIZZ	15	15	98	18	9	456	3
DR PEPPER	18	22	20	78	12	494	2
OTHER	85	13	10	18	24	333	5

**Interpretation**

The above table represents that among the respondents the Coco cola brand stands in highest ranking, followed by Dr Pepper, Appy fizz, Pepsi and other soft drinks be in the lowest ranking.

**WEIGHTED AVERAGE METHOD**

Table showing the level of agreement on the factors that influence to buy soft drinks by the respondents

LEVEL OF AGREEMENT	A 1	SA 2	N 3	DA 4	SDA 5	WEIGHT	RANK
BRAND	89	13	17	7	24	2.09	5
FLAVOUR	10	84	24	24	8	2.57	4
TASTE	14	18	107	4	7	2.81	3
PACKAGE AND DESIGN	8	34	25	75	8	3.27	2
PRICE	29	12	18	13	78	3.66	1

### *Interpretation*

The above table reveals that price comes as first factor, package and design appears as second, taste and preference of respondents' ranks third, flavour at fourth place followed by brand choice of soft drinks among the respondents.

## **10.FINDINGS**

### *PERCENTAGE ANALYSIS*

- 1.The Majority (59%) of the respondents are male.
2. The Majority (49%) of the respondents are under the Age group of 20 40.

### *RANK ANALYSIS*

The above table represents that among the respondents the Coco cola brand stands in highest ranking, followed by Dr Pepper, Appy fizz, Pepsi and other soft drinks be in the lowest ranking.

### *WEIGHTED AVERAGE METHOD*

The above table reveals that price comes as first factor, package and design appears as second, taste and preference of respondents' ranks third, flavour at fourth place followed by brand choice of soft drinks among the respondents.

## **11.SUGGESTIONS**

The growing health consciousness in India has significantly impacted the soft drink industry, leading to a shift in consumer preferences. With increasing awareness of the harmful effects of excessive sugar and artificial ingredients, many consumers are opting for healthier alternatives such as fresh fruit juices, coconut water, and functional beverages like vitamin-infused or probiotic drinks. Additionally, urban consumers, especially the younger generation, are actively seeking non-carbonated and herbal-based drinks, while rural areas still show steady demand for conventional soft drinks due to affordability.

## **12.CONCLUSION**

This study investigated the relationship between health consciousness and soft drink consumption in India, revealing a significant link between the two. The findings suggest that individuals with higher levels of health consciousness tend to consume fewer soft drinks, while demographic factors such as age, education, and income also play a role in shaping health consciousness. The high levels of soft drink consumption among Indians, particularly among younger generations, highlight the need for targeted interventions. To address this public health concern, the government and health organizations should launch public health campaigns to raise awareness about the health risks associated with soft drink consumption.