

ATTITUDE OF CONSUMERS TOWARDS SOFT DRINKS IN SOLAN TOWN

A PROJECT REPORT

By

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CERTIFICATE – I

This is to certify that project titled “**ATTITUDE OF CONSUMERS TOWARDS SOFT DRINKS IN SOLAN TOWN**” has been submitted to Dr Yashwant Singh Parmar University of Horticulture and Forestry, Nauni, Solan (HP) by **Mr Mehtaab Tanwar (H-2007-MBA-21)** in partial fulfillment of degree of MBA (Agribusiness) programme.

This project has been done under my guidance and no part of this work has been submitted for any other degree or diploma.

The assistance and help received during the course of investigation and source of literature have been fully acknowledged.


Place: Nauni, Solan


Date: 29/06/2009


(Project Advisor) 29/6/09


CERTIFICATE – II

This is to certify that project titled “**ATTITUDE OF CONSUMERS TOWARDS SOFT DRINKS IN SOLAN TOWN**” has been submitted to Dr Yashwant Singh Parmar University of Horticulture and Forestry, Nauni, Solan (HP) by **Mr. Mehtaab Tanwar** (H-20007-MBA-21) in partial fulfillment of degree of MBA Agribusiness programme. This project has been approved by the examination committee after conducting an oral examination in collaboration with the external examiner.


Project Guide . 22/8/09


External Examiner


Head of Department


Dean of the College

Place: Nauni, Solan.


Date: _____ 2009

CERTIFICATE – III

This is to certify that all the mistakes and errors pointed out by the external examiner have been incorporated in the project titled **“ATTITUDE OF CONSUMERS TOWARDS SOFT DRINKS IN SOLAN TOWN”** submitted to Dr Yashwant Singh Parmar University of Horticulture and Forestry, Nauni, Solan (HP) by **Mr. Mehtaab Tanwar** (H-20007-MBA-21) in partial fulfillment of degree of MBA Agribusiness.

A handwritten signature in blue ink, consisting of a series of loops and a long horizontal stroke, positioned above a horizontal line.

Project Guide

A handwritten signature in black ink, featuring a stylized 'H' and 'D' followed by a long horizontal stroke, positioned above a horizontal line.

Head of Department

ACKNOWLEDGEMENT

With limitless modesty, I would like to thank "God" the all mighty, the merciful, the compassionate, who bestowed me with health and courage enough to go through this impasse.

I am gratefully acknowledges the intellectual inspiration, guidance and unique co-operation received from my project guide Dr. Krishan Kumar, Associate Professor-cum-Deputy Director (Planning) during the execution of this research work. I am also indebted to Dr. Y.S. Negi, Head of the Department of Business Management, University of horticulture and forestry, Nauni who co-operatd me friendly at each movement during the investigation of the present study. I would like to thank all other faculty members of Department of Business Management and other members of University, who provided me expected support and co-operation to complete the project work.

Despite it, it gives me utmost pleasure to express my heartiest gratitude to my parents, relatives and friends, who enthuse me to undertake the project work and furnished me with all possible facilities, which were essential and without which the present project work was not possible. I shall always be indebted to them.


(Mehtab Tanwar)
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CHAPTER 1

INTRODUCTION

Chapter-1

INTRODUCTION

Marketing starts with the consumer and ends with the consumer. Therefore satisfaction of consumer has become the most important goal of business enterprises. Consumer attitude is the behavior that consumer's display in reaching for, purchasing, using, evaluating and disposing of products, services and ideas which they expect will satisfy their needs. The study of consumer attitude is the study of how individuals make decision to spend their available resources viz. money, time and effort on consumption related items. It includes the study of what they buy, why they buy it, how they buy it, when they buy it, where they buy it and how often they buy it. In other words consumer attitude can be defined as those acts of individuals directly involved in obtaining, using and disposing of economic goods and services, including the decision process that precede and determine these acts and the study of consumer attitude makes an attempt to analyze, interpret and understand these inner stage of individual's which convince them to act or react significantly different and uniqueness manner. The consumer attitude is influenced by a number of variables ranging from individual perception, belief, attitude values, socio-economic, cultural and demographical variables to other kinds of variables with in which he lives. These factors affect each person differently because each of us having different needs, motives, desires, values, attitude and preferences. Moreover, consumer attitude does not remain the same or indifferent in every situation. It changes time to time and place to place. For the marketer it is of paramount importance to know that who are his customers and how do they arrive at the decision to purchase or not purchase a product or service. So that he can design an effective marketing mix and develop an efficient marketing strategy to attract customers. A decision refers to the selection of a particular

alternative out of the several available alternatives. A consumer's decision to purchase a particular product or service is the results of complex inter play of a number of variables .

1.1 Need of the study

The soft drink industry is growing rapidly in our country and there is huge potential for soft drink industry in our country. The soft drinks have become very common and their demand is growing rapidly in urban as well as rural areas. But in recent times some sort of adulteration and other malpractices were noted regarding soft drinks. Adulteration was found much higher than its standard norms. It has affected the attitudes and buying behavior of the customers. Therefore, considering the growth rate of soft drink industry, growing importance of customers and changing attitude of the customers towards soft drinks makes us logical to study the buying behavior of customers towards soft drinks. It will be helpful to design effective marketing mix, efficient marketing strategy and to take corrective measures for the improvement of the products.

1.2 Scope of the Study

The present study assessed the attitude of the consumers for different soft drinks. This has provided basic information about different quality parameters and general attitude of the consumers belonging to different age groups. The findings of the present study will be useful for different companies dealing with soft drinks who can accordingly design and reformulate their production and marketing strategies.

1.3 Objectives

The present study was conducted with the following objectives

Primary Objective:

The primary objective of the study was to understand the attitude of the consumers towards different soft drinks.

Specific Objectives: - The specific objectives of the proposed study were as follows

- To examine awareness amongst consumers for different soft drinks
- To identify the type of brand mostly preferred by the consumers
- To identify the factors that influence the customers' decision for purchasing a particular brand.

CHAPTER 2

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research design is concerned with the manner in which the project work has been executed. It deals with the tools and devices used for data collection, methods used for analyzing and interpreting of collected data and the manner in which the decisions have been made from the interpreted data for the study purpose.

2.1 Sampling Procedure

For the present study, Solan town was purposively selected due to prominences of this town in the state, its high income and literary status, proximity of the bigger markets of the plains and inflow of tourists throughout the year who bring in the diverse market culture from all over the country.

Multistage sampling method was followed for the present study. In the first stage of multistage sampling technique, 50 per cent of the total number of 12 wards were selected by simple random technique.

In the second stage from each selected ward, ten respondents were selected randomly. Thus a total number of 60 respondents were selected for the sample. Proportional allocation method was used for the selection of the respondents. Every care was taken to ensure that the sample select was truly representative of the whole population.

2.2 Source of Data Collection

- **Primary Data**

Primary data was collected through questionnaires. Personal Interviews with key respondents was carried out along with focus group discussions with specified respondents. The questions were both closed ended and open ended to obtain wide variety of responses.

- **Secondary Data**

Secondary data was collected through journals, magazines, internet and reference books.

2.3 Sampling Plan

- **Sampling Technique**

Multistage and simple random techniques was used for the sampling. Proportional allocation method was used for the selection of the respondents

- **Sampling size**

60 consumers were selected as sampling size.

- **Sampling Unit**

An individual respondent was taken as sampling unit.

- **Population source:** - The population of the study consisted of different wards of Solan town.

2.4 Data Analysis

Simple tabular analysis, ranking method and chi-square test was used for the analysis of collected data. The chi-square test and ranking method was used as follows:-

$$\chi^2 = \frac{\sum (O-E)^2}{E}$$

The average weighted method was used.

2.5 Limitations of the Study

The limitations of the study are as follows:

Some of the respondents during the investigation were found reluctant to disclose the desired information.

Sample was conducted randomly; therefore the results may be affected by sampling error.

The study covered different information collected from the respondents for a limited time. Therefore the results may be affected by such limitations

CHAPTER 3

REVIEW OF LITERATURE

Chapter-3

REVIEW OF LITERATURE

The brief review of literature is as follows:-

Raj, S. Prithvi (1998) conducted a study entitled "Perception of consumers towards soft drinks in India", keeping in view the certain objectives i.e. to find out the preferences for brand, choices of out sets and reasons for consuming a particular brand. The data was collected from primary as well as secondary sources. The study revealed that Coca-Cola have highest market share in comparison to other brands and majority of the respondents perceived "taste" as an important attribute in the soft drinks. Further he observed that there are vast potentials in rural market for marketing of soft drinks and suggested that the marketers have to take extreme case in marketing the product available in maximum number of outlets. Moreover, shops, size, quality and quantity of packaging should be upgraded constantly.

Sayulus, K. and Reddy, V.V. (1998)³, managed a research work under the title "A study of soft drinks in Andhra Pradesh". The study was conducted keeping in view the objectives viz. consumer behavior in terms of their shopping habits and shopping practices and to throw light on the impacts of their behavior in rural marketing practices. The study concluded that rural consumers are apathetic to their problems due to higher level of illiteracy, ignorance and low purchasing power. Further they are scattered and not organized. Finally it was suggested that customers must know their rights as consumers and they should not hesitate to exercise their rights.

Srinivasan, N. and Elangovan (2000), conducted a research work under the title "Consumers attitude towards processed fruit and vegetable products in pondicherry." The major objective of the study was to analyze the consumers attitude towards processed fruit and vegetable products and to identify the factors that influences the purchase decisions of pondicherry. The study revealed that majority of consumers of

higher educational level consumer processed products and higher income group consumers used these products in large quantity. Further the study revealed that majority of the respondents are of the opinion that prices of these products are five per cent more than the tolerable limit and this leads to discontinuance of the use of processed products. Finally they observed that majority of people preferred processed products because of convenience of ready to eat than the un-branded products at cheaper price and in case of household, buying decision is made by wives which is followed by husbands.

Rodge, J.R., (2001) conducted a study to measure the effect of advertisement on different age groups of rural areas under the title "Influences of advertisement on consumers of different age groups and areas". The study was based on 150 respondents out of which 75 were rural and 75 were from urban areas. He observed that rural respondents gave more importance to advertisement and its impacts as compared to urban areas respondents. Further the study revealed that watching and reading advertisements helped in purchasing more in case of urban customers as compared to rural customers. Whereas both groups feels that all the advertisement media's are equally important and effective.

Gaur, S. Sanjay and Waheed, Abdul, K. (2002) in their research work "A study of buying behavior for branded fine rice in southern part of India", made an attempt to understand the buying behavior of customers towards branded fine rice. The study was geographically limited to the Southern part of the country. The objective of the study was to understand those factors which are responsible for brand preferences and satisfaction in the purchase of branded fine rice. For this purpose a purposive sample of 400 households was selected randomly, out of which 200 households were selected from Chennai City and 200 were selected from Coimbatore city. The study revealed that the decision of purchase of fine rice is mostly made by the wives of the family and most of the household wives purchase fine rice from rice "Mandy". Further the study concluded that majority of household views are dissatisfied with 25 kg packaging size. The quality and image of the brand were noted as the major factors for brand preferences in the

purchase of branded fine rice. Finally they found that the willingness to pay enterprises increased as the income increased.

Singh, Gurmeet and Gautam, Harish (2002) conducted a study on "Consumer attitude towards web advertisement in urban Punjab" to achieve the objectives viz. assessing the present study of web-advertising, examining customers attitude and determining what are barriers coming in the way of success of web-advertising in urban Punjab. For this a survey was conducted in four major cities of Punjab i.e. Jalandher, Ludhiana, Amritsar and Kapurthala. The study shows that five percent of the internal user conduct business on net and remaining use net only for e-mailing etc., Moreover, 56 per cent respondents were not interested in web-advertising because they do not want to purchase through net. As far as availability of credit cards, 16 per cent of the respondents posses it and 84 per cent respondents revealed that they have experience of purchase on net, but 64 per cent have never purchased through net. Thus overall study revealed that Web-advertising and internal marketing in Punjab is still in its infancy stage.

Singh Rajmani (2002) managed a study on "Consumer behavior and consumption pattern of toilet soap in Imphal City", keeping in view the objectives i.e. to study the consumption pattern and the consumption behavior towards toilet soap with reference to reasons for using the soaps, preferences of brand, factors influencing the purchase decision and the popularity of other brands. A sample of 250 respondents was chosen on the basis of stratified random sampling. The study revealed that the soap industry in India in general and particularly in "Manipur" is largely influenced by the spread of audio-visual media, rising income, ready literature and a general consciousness about health.



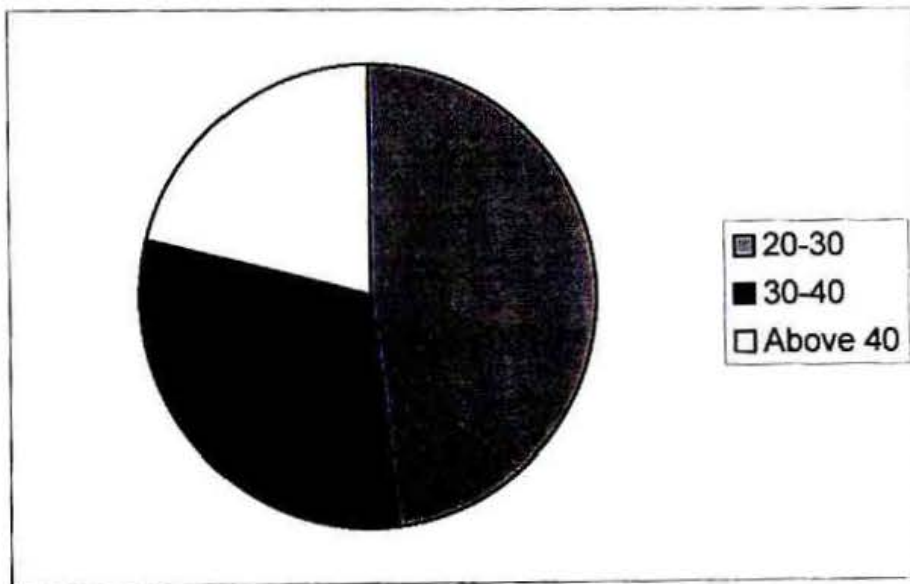
CHAPTER 4

ANALYSIS AND INTERPRETATION

ANALYSIS AND INTERPRETATION

Efforts have been made to analyze and interpret the collected data regarding consumer attitude. The collected data has been presented in tabular form thereafter; it has been analyzed with the help of relevant analytical tools. A brief description of this is given as below:

BREAK UP OF RESPONDENTS ON THE BASIS OF AGE

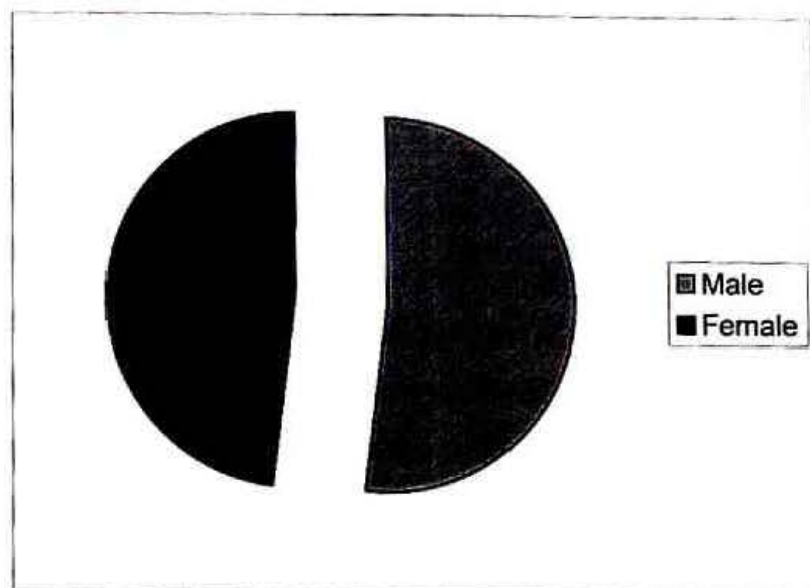


The break up of the age group of respondents is as follows

20-30	42%
30-40	38%
Above 40	20%

It was observed that majority of the respondents (42%) were in the age group of 20-30 years followed by 38 per cent of the respondents representing the age group 30-40 years.

BREAK UP OF RESPONDENTS ON THE GENDER

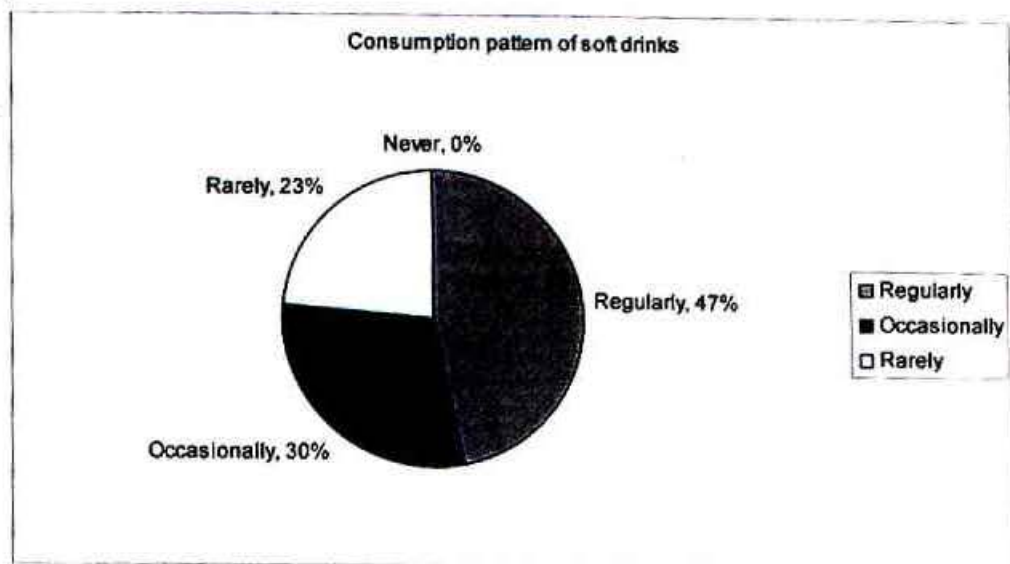


The questionnaire was administered to 52 per cent males and 48 per cent to female

TABLE NO.4.1 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR CONSUMPTION PATTERN

CONSUMPTION PATTERN	NO OF RESPONDENTS	PERCENTAGE
Regularly	28	47
Occasionally	18	30
Rarely	14	23
Never	0	0
TOTAL	60	100

Source: Data compiled through questionnaire

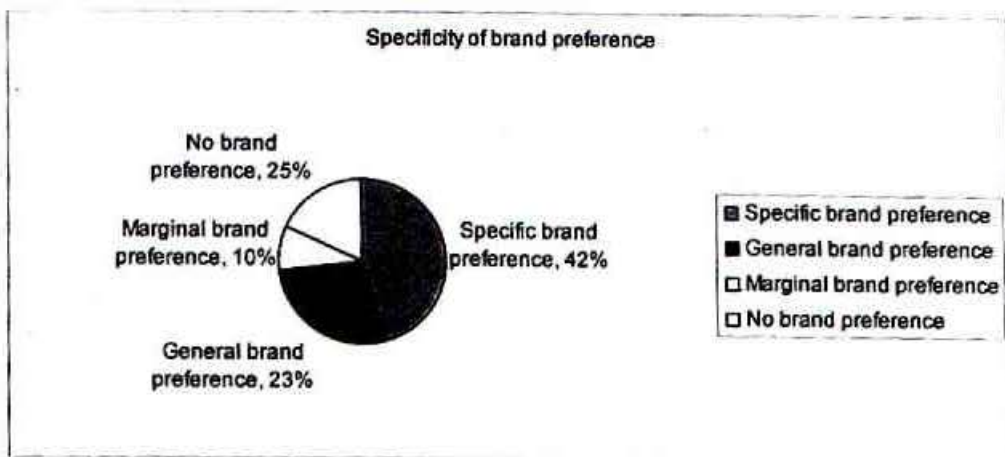


It was observed that 47 per cent of the respondents regularly consume soft drinks. 30% of them said that they occasionally consume soft drinks while 23% of the respondents said that they rarely consume soft drinks. The result clearly indicates that the efforts put in by the marketers have shown in fruitful results and soft drinks are now highly consumed by the customer. A large number of respondents drinking soft drink regularly indicate that soft drinks have become a sort of necessity for them while about 30% percent of consumers being occasional drinkers mean that soft drinks are consumed on nearly all important occasions. Hence soft drinks enjoy a high awareness level among the customers.

TABLE NO 4.2: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SPECIFICITY OF BRAND PERFORMANCE

SPECIFICITY	NO OF RESPONDENTS	PERCENTAGE
Specific brand preference	25	42
General brand preference	14	23
Marginal brand preference	6	10
No brand preference	15	25
TOTAL	60	100

Source: Data compiled through questionnaire

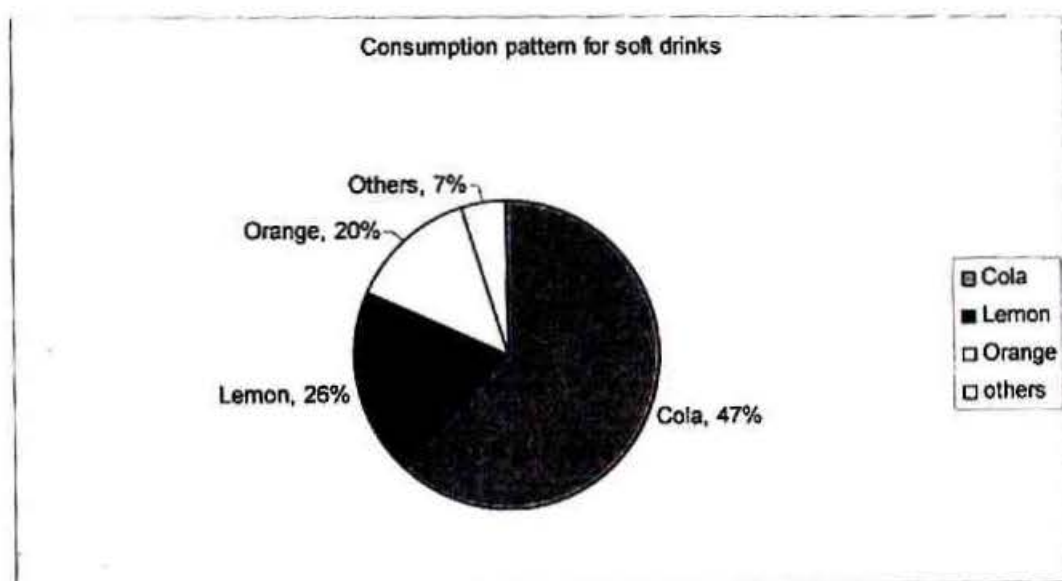


It was observed that 42 per cent of respondents have specific brand preference which also indicates a high level of brand loyalty among customers. These results mean that a majority of the customers have a specific preferred brand which if not available in the shop then they would prefer to go search for it in the next shop. About 23 per cent of the respondents have general brand preference, which means that whichever soft drinks is more popular at the present date, they would like to consume the brand irrespective of the taste and the preference. So psychologically they want to feel acceptable while drinking soft drinks and hence they go for soft drinks which other are drinking. A very few i.e. 10 per cent of the respondents said that they had marginal brand preference which meant that they had considered all brands alike and find a very small difference between them. This shows that the brand has been successfully been able to differentiate themselves from each other. About 25 per cent of the customers said that they had no brand preference which clearly shows that these customers do not prefer any brand and they go and ask for any soft drinks from the shopkeeper. These respondents are aware of the product category but are unaware of the brands hence they go for the product rather than the brand. So in all, the results show that brands play an important role in consumer buying behavior and brands have successfully established themselves in the market. Majority of the consumers today are going for brands rather than the products.

TABLE NO 4.3: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF CONSUMPTION PATTERN FOR DIFFERENT SOFT DRINKS

SEGMENT / FLAVOR	NO OF RESPONDENTS
Cola	28
Lemon	16
Orange	12
Others	4
TOTAL	60

Source: Data compiled through questionnaire



About 47 per cent of the respondents gave their choice in favor of the cola segment while 26 per cent of the respondents preferred lemon flavor the most, 20 per cent of them preferred orange flavor while only 7 per cent of the respondents went in for other flavors like soda water, milk based drinks.

Results clearly indicate that the cola flavor has a distinct supremacy in the market, which is reflected in the popularity of its brands. Brands like Coca cola, Pepsi have

nearly captured the market. Lemon flavor drinks like Limca, Miranda is preferred by almost one forth the respondent like cola flavor. One of the major reasons of low percentage of respondents favoring lemon and orange flavors may be that a large number of fruit juices are coming in these flavors and the consumers mostly prefer fruit juices in these flavors. It is clear indication that brands like Coca cola and Pepsi have made deep inroads in the market of brands like Maza and Limca which should be a reason for concern for these two brands.

TABLE NO 4.4: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF BRAND PREFERENCES VIS-À-VIS OCCUPATION

OCCUPATION	COLD DRINKS BRANDS					TOTAL
	COKE	PEPSI	LIMCA	FANTA	OTHER S	
Students	8	8	2	1	3	22
Govt employees	6	2	4	2	2	16
Pvt sector employee	3	2	2	1	4	12
Businessmen	2	1	1	1	1	6
Others	1	1	-	2	-	4
Total	20	14	9	7	10	60

Source: Data compiled through questionnaire

An analysis of the responses indicated by various respondents reveal that the people employed in different occupations do not stick to one brand but prefer variety of brands over aim was to see whether the occupation/ profession of an individual has an effect on the brand preference of a soft drink or not. To judge this we use chi square test.

H0: profession of an individual has no effect on brand preference of a soft drink.
I.e. brand preference of a soft drink is independent of profession of an individual.

H1: brand preference of a soft drink is dependent on the profession of an individual.

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

χ^2 calculated = 19.54

χ^2 tabulated (16 d.f & 0.05 l.o.s) = 26.3

Since χ^2 calculated < χ^2 tabulated. Hence H_0 is accepted.

Conclusion

:

Profession of an individual has no effect on brand preferences of a soft drink. This fact is also clear from the responses as it is seen that the people of all the profession prefer coke the most and there is no variation in its degree of likeness among different profession.

TABLE NO 4.5: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF VIS-À-VIS INCOME

INCOME GROUP (RS / MONTH)	COLD DRINKS BRANDS					TOTAL
	COKE	PEPSI	LIMCA	FANTA	OTHERS	
<5000	2	1	1	-	1	5
5000-10000	4	2	3	1	4	14
10000-15000	8	5	2	3	4	22
>15000	6	5	4	2	2	19
TOTAL	20	13	10	6	11	60

Source: Data compiled through questionnaire

An analysis of the responses indicated by various respondents revealed that there is no single brand which is completely popular among all income groups' people but the choice in different income groups varied from brand to brand. Over aim was to see whether income of an individual has significant effect on the brand preference of an individual for a soft drink or not. To judge this association the analytical tool used was chi square test.

H0: income of an individual has no effect on brand preference of a soft drink.

H1: brand preference of a soft drink is dependent on the income of an individual.

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

$$\chi^2_{\text{calculated}} = 4.79$$

$$\chi^2_{\text{tabulated}} (12 \text{ d.f. \& } 0.05 \text{ l.o.s}) = 21.0$$

Since $\chi^2_{\text{calculated}} < \chi^2_{\text{tabulated}}$. Hence H0 is accepted.

Conclusion:

Income of an individual has no effect on brand preferences of a soft drink.

This fact is also clear from the responses as it is seen that Coke and Pepsi are most popular among respondent of all income groups and not just any one group.

TABLE NO 4.6: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF BRAND PREFERENCE VIS-A-VIS EDUCATIONAL STATUS

EDUCATIONAL STATUS	COLD DRINKS BRANDS					TOTAL
	COKE	PEPSI	LIMCA	FANTA	OTHERS	
Undergraduate	7	5	1	1	1	15
Graduate	10	5	1	2	2	20
Post graduate	4	3	2	1	3	13
Professional	5	3	2	1	1	12
Total	26	16	6	5	7	60

Source: Data compiled through questionnaire

An analysis of the results revealed that various kind of soft drinks are popular among respondents having varied educational qualifications. Over aim was to see whether educational status of an individual has any effect on the brand preference of an individual for a soft drink or not. To judge this the analytical tool was chi square test.

H0: educational status of an individual has no effect on the brand preference of the soft drink.

H1: brand preference of a soft drink is dependent on the educational status of an individual.

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

$$\chi^2_{\text{calculated}} = 5.02$$

χ^2 tabulated (12d.f & 0.05 l.o.s) = 21.0

Since χ^2 calculated < χ^2 tabulated. Hence H_0 is accepted.

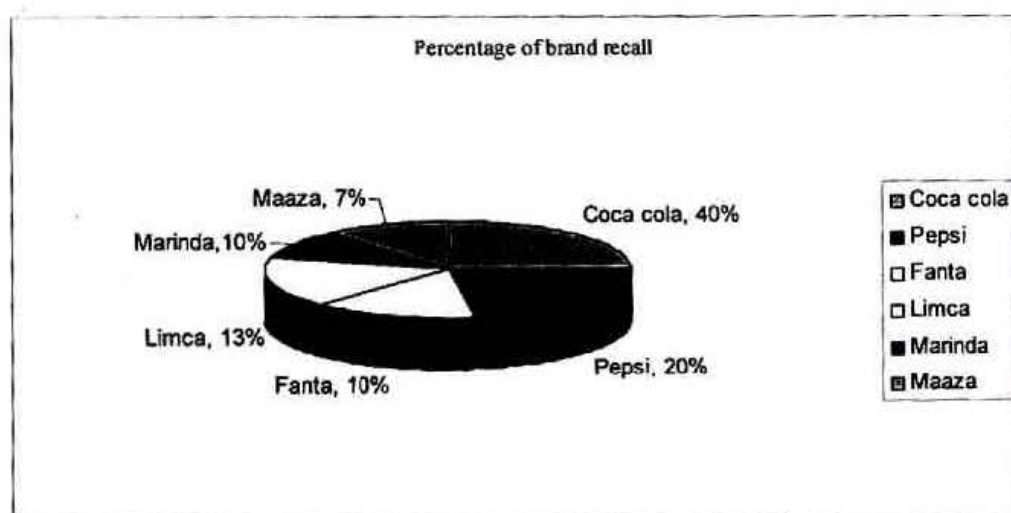
Conclusion:

Educational status of an individual has no effect on his brand preference for a soft drink. This fact is also clear from the responses as coke is preferred the most by respondents of educational qualifications.

TABLE NO 4.7: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF BRAND RECALL

BRAND NAME	NUMBER OF RESPONDENTS	PERCNTAGE
Coca cola	24	40
Pepsi	12	20
Fanta	6	10
Limca	8	13
Marinda	6	10
Maaza	4	7
Total	60	100

Source: Data compiled through questionnaire



Coke emerged as strongest brand with a recall of around 40 per cent. Pepsi was the second most preferred brand with a total recall of around 20 per cent

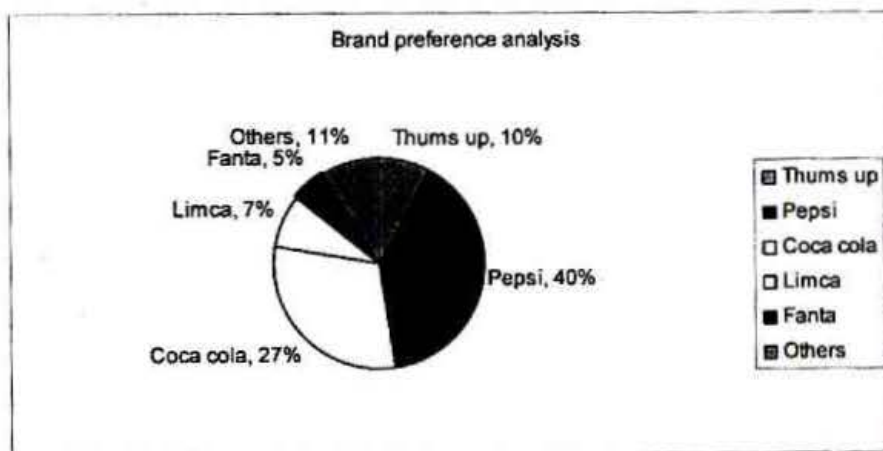
Conclusion:

This indicates that the efforts put by the marketer in the field of brand building have shown fruitful results. Extensive brand promotion through hoardings, pamphlets, shop display or aggressive and efficient distribution system as well as considerable support from the side of the retailers can be assigned as the major factors responsible for this high level of brand awareness among the respondents.

TABLE NO 4.8: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF BRAND PREFERENCES

BRANDS	NUMBER OF RESPONDENTS	PERCENTAGE
Thums up	6	10
Coca cola	24	40
Pepsi	16	27
Limca	4	7
Fanta	3	5
Others	7	11
Total	60	100

Source: Data compiled through questionnaire



Results obtained were clearly in conformity with the flavor preference given by the respondents earlier. As it was seen earlier that cola flavor was the undisputed choice of the consumers hence now it was to be seen as to which brand in this cola flavor was taking a lead. On analyzing the results it was found that it was a tough competition going

on between coke and Pepsi in their fight for survival. About 40 per cent of the respondents like Pepsi the most. Coke was not far behind with 27 per cent of the respondents gave their preference in flavor of coke. Combining them about 67 per cent of the market share is held by these two brands. All other brands are far behind. Limca and Fanta have made great in roads in coke and Pepsi strongholds but yet they lay far behind. Only 7 per cent of the respondents went in flavor of Limca and 5 per cent said that they preferred Fanta the most

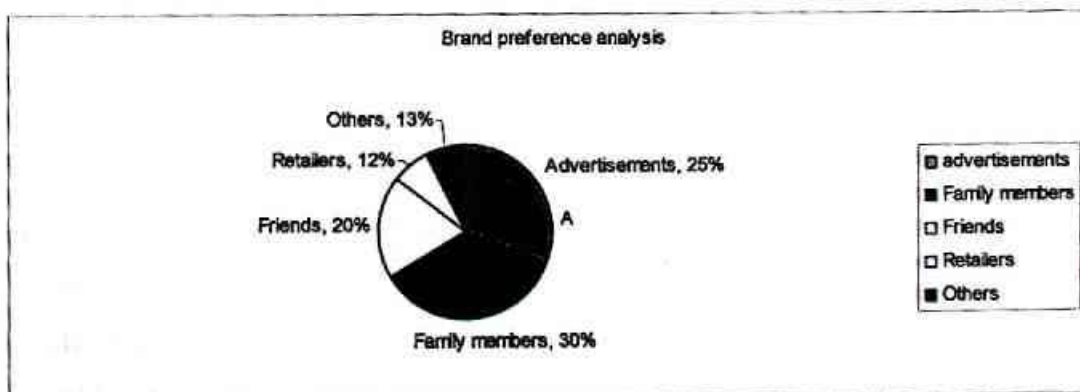
Conclusion:

From the results it is very clear that coke and Pepsi have nearly captured the Indian market which is not good news for the Indian players. They would have to pull up their socks and bring new improvements and innovations in their brands.

TABLE NO 4.9: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SOURCE OF INFORMATION

SOURCE	NO OF RESPONDENTS	PERCENTAGE
Advertisements	15	25
Family members	18	30
Friends	12	20
Retailers	7	12
Others	8	13
TOTAL	60	100

Source: Data compiled through questionnaire



It was found that with increasing culture in the product category there is growing indication of increasingly left information needs by the customers. Advertisement and social circle were found to be the main source information while making the purchase decision in favour of any particular brand of soft drink. Thus apart from advertisement the word of mouth communication and opinion leaders were found to be the major factors affecting the purchase decision and hence in promoting the brand. Retailer were revealed to be most relied upon in cases where the respondents were mainly confused about the popularity of the brands due to the number of brands available in the market.

TABLE NO 4.10: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF FREQUENCY OF PURCHASE OF SOFT DRINKS

FREQUENCY OF PURCHASE	NO OF RESPONDENTS	PERCENTAGE
Daily	11	18
Once a week	26	43
More than once a week	14	24
Once in two weeks	9	15
Never	-	
TOTAL	60	100

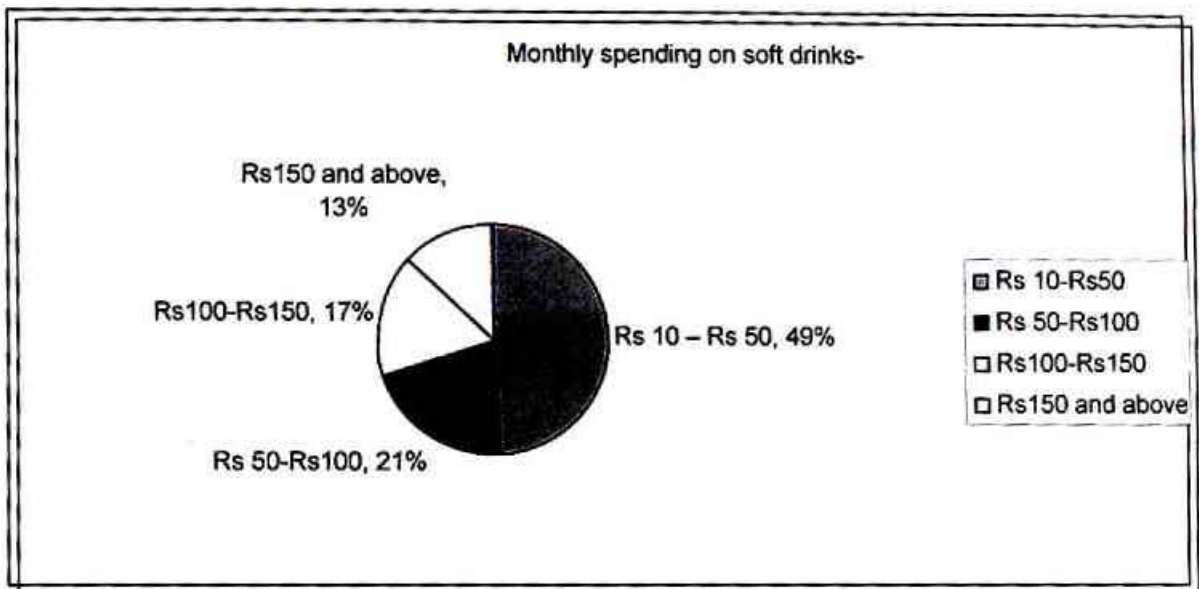
Source: Data compiled through questionnaire

About 18 per cent of the respondents said that they purchase soft drinks almost daily while about 43 per cent of respondents said that they purchase soft drinks more than once a week. Hence combining them almost 61 per cent of respondents could be termed as regular purchaser of soft drinks which effect on the popularity of soft drinks. This high percentage of consumer being regular purchaser of soft drinks makes soft drinks a fast moving consumer good. About 43 per cent of the respondents purchase soft drink one a week which could be put in the category of occasional purchase, the results falling in line with occasional consumers. About 15 per cent of the respondents said that they purchase soft drinks once in two weeks which make them rare consumer and hence consequently rare purchaser. Hence analyzing all the results we come to the conclusion that there is definitely a great demand for soft drinks in the market and it is increasing day by day which should be a great opportunity for the soft drinks players.

TABLE NO 4.11: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MONTHLY SPENDING ON SOFT DRINKS

MONTHLY EXPENDITURE	PERCENTAGE
Nil	-
Rs 10 – Rs 50	49%
Rs 50 – Rs 100	21%
Rs 100 – Rs 150	17%
Rs 150 and above	13%
TOTAL	100

Source: Data compiled through questionnaire

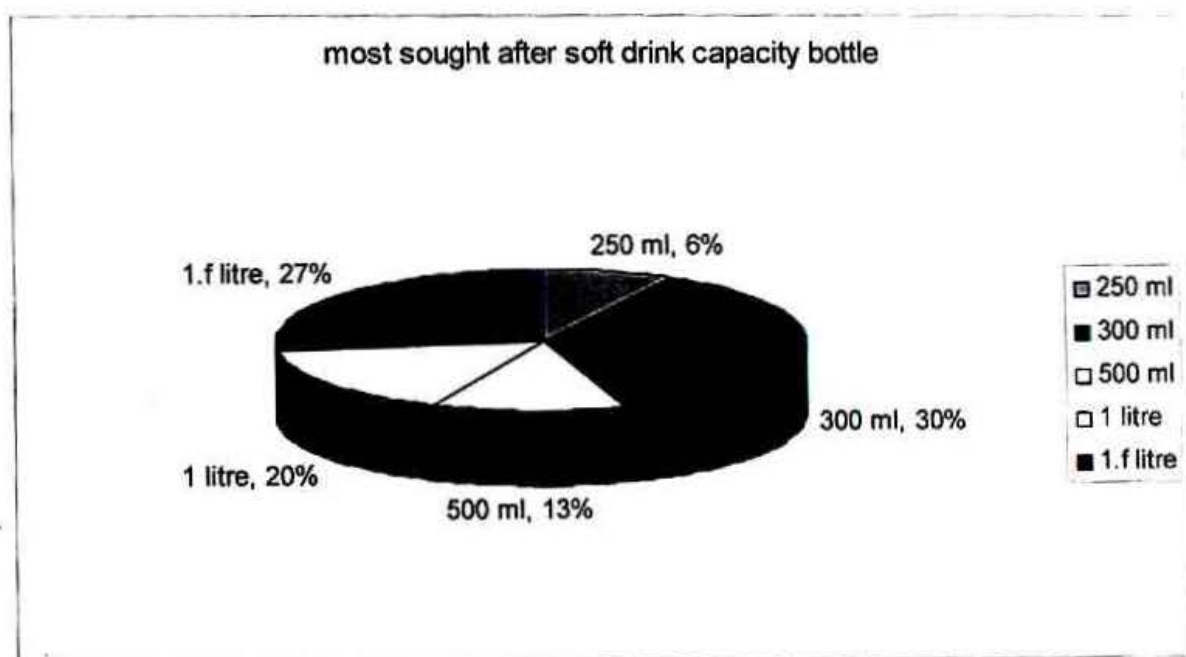


About 49 per cent i.e. near about half number of customers spends in the range of Rs 10-50 on soft drinks monthly. About one fifth i.e. 21 per cent of the respondents monthly spending were in the range of Rs 50-100. While 17 per cent of the respondents said that they spend Rs 100-150 on soft drinks monthly and 13 per cent of respondents seem to be regular drinkers of soft drinks spending Rs 150 and above monthly on the soft drinks. On analyzing it one thing is clear that now a day's lot of money is being spent on soft drinks. A large number of customers spending Rs 50 and more monthly on soft drinks give an indication that soft drink business is in good shapes at the moment and the conclusion is bound to increase as profit keeps on increasing hence it is a clear indication for soft drinks players to jump in more money in to this business.

TABLE NO 4.12: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MOST SOUGHT AFTER SOFT DRINK BOTTLE

CAPACITY	NO OF RESPONDENTS	PERCENTAGE
250 ml	6	10
300 ml	18	30
500 ml	8	13
1 litre	12	20
1.5 litre	16	27
TOTAL	60	100

Source: Data compiled through questionnaire



Results showed that 300 ml bottle is still liked by majority of the customers through its demand and popularity has decreased considerably. The major reason for its decreasing demand is that various new pet bottles, tin cans of soft drinks are available in the market that customers find these 300 ml bottle heavy and are most attracted to the large size plastic bottle.

About 30 per cent of the respondents said that they mostly prefer 300 ml glass bottle while 27 per cent went for 1.5 litre bottle. The other capacity plastic bottle like 500 ml, 250 ml, and 1 litre are good. And these gradually attract the customers. One great trend that is clearly seen in the market today is the increasing attractiveness of plastic bottle than the glass bottles. Glass bottles are slowly and slowly losing grip on account of being heavy and also the fact that they are to be returned back on the spot.

Hence it is clear indication that more and more plastic bottle of mixed capacities should be introduced to attract the customers while still maintaining the glass bottles.

TABLE NO. 4.13: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR ATTRIBUTE TOWARDS SOFT DRINK AND THEIR BUYING BEHAVIOR

RANK ASSIGNED	1ST WT=4	2ND WT=3	3RD WT=2	4TH WT=1	AVG WT ASSIGNED	WT IN TERMS OF RANKS
Price	8	9	7	36	1.81	1V
Brand name	33	8	4	15	2.98	1
Taste	10	38	8	4	2.90	11
Packaging	9	5	41	5	2.30	111
TOTAL	60	60	60	60		

Source: Data compiled through questionnaire

1. Price

Price figured as the prominent factor at rank 4 i.e. it was ranked fourth by 73 per cent respondents but its most appropriate rank in the purchase hierarchy comes out fourth or last. Therefore price was considered as an unimportant factor while deciding to buy a soft drink

2: Brand name

Brand name as a purchase factor was ranked mainly at rank one i.e. about 69 per cent of the respondents proffering it as their first purchase factor. Cumulatively in the purchase hierarchy it comes to be ranked as number one. This means consumer mostly

base their soft drinks decision on the brand name and wants to buy the most popular one.

3: Taste

Taste as a purchase factor was ranked prominently at rank 2 by about 63 per cent of the respondents cumulatively according to the purchase hierarchy it comes out to be ranked at number two. This means that after brand name it is the taste which affects consumer buying decision.

4: Packaging:

Packaging was prominently ranked at number three by about 65 per cent of the respondents. In the purchase hierarchy it comes out at number 3. This means packaging as a purchase factor affects the consumer buying decision relatively less than brand name.

TABLE NO 4.14: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THE BRAND LOYALTY

BRAND LOYALTY	NO OF RESPONDENTS	PERCENTAGE
Hunt for same in other shops	32	53
Buy other brand	21	35
Buy fruit juice	7	12
TOTAL	60	100

Source: Data compiled through questionnaire

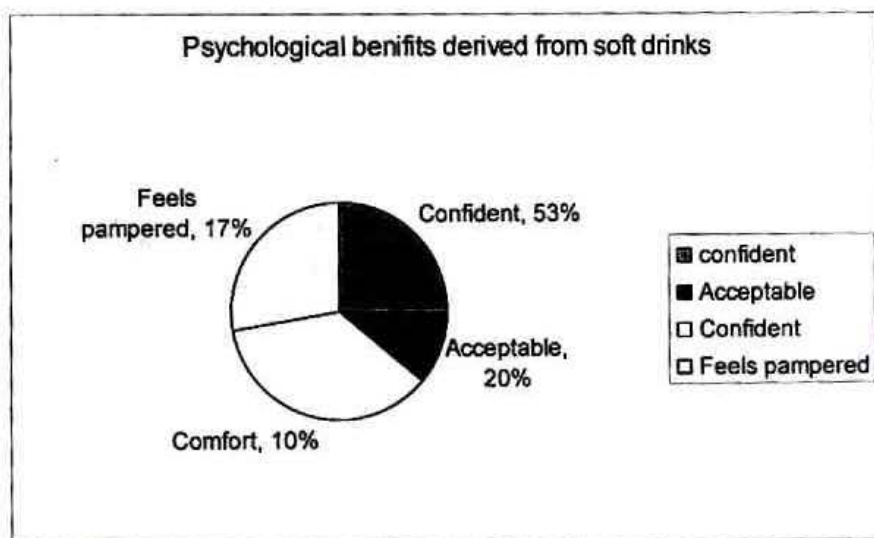


A huge number of respondent's i.e. 53 per cent said that they would move to the next shop if their preferred soft drink is not available in the first shop they enter. And more significant is of the remaining 47 per cent only 12 per cent said they would buy fruit juice and 35 per cent said they would buy another brand. Hence making it clear that as far as brand loyalty is concerned there is a very high brand loyalty among the consumers with 53 per cent consumers being loyal.

TABLE NO 4.15: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF PSYCHOLOGICAL BENEFITS DERIVED FROM CONSUMPTION OF SOFT DRINK

PSYCHOLOGICAL BENEFITS	NO OF RESPONDENTS	PERCENTAGE
Comfort	6	10
Acceptable	12	20
Confident	32	53
Feels pampered	10	17
TOTAL	60	100

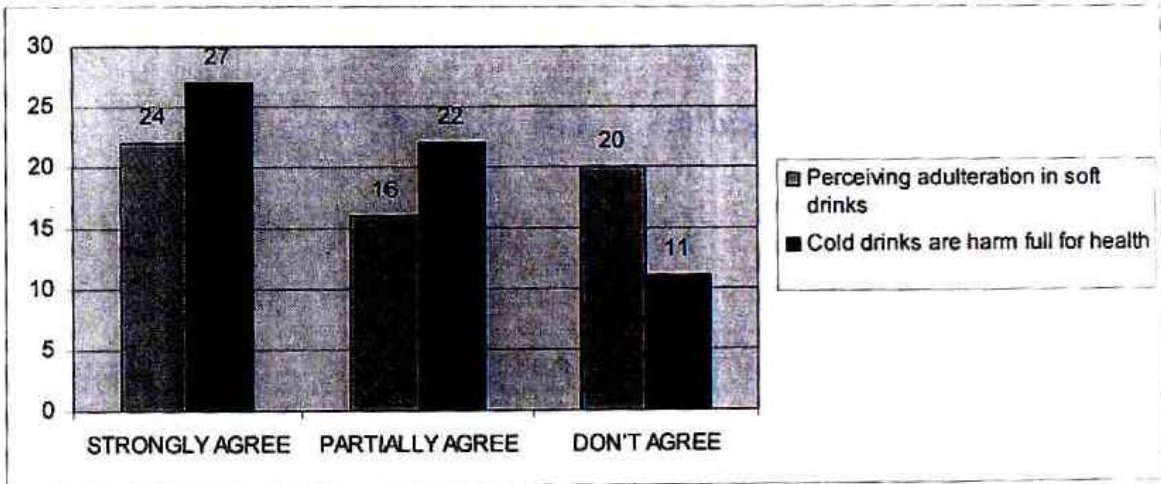
Source: Data compiled through questionnaire.



Results obtained indicated that the majority of the consumers i.e. 17 per cent felt pampered or boosted up on consuming drink whereas 53 per cent of the respondents felt that drinking soft drinks make them confident enough.10 per cent of the respondents said that they feel comfortable Hence analyzing the results it is clear that soft drinks do help a lot in motivating an individual and also boosts one morale and self confidence and this has led to a great boom in the soft drinks retail business.

TABLE NO 4.16: CLASSIFICATION OF THE RESPONDENTS REGARDING NEGATIVE ASPECTS OF SOFT DRINKS

MALPRACTICES	STRONGLY AGREE	PARTIALLY AGREE	DON'T AGREE
Perceiving adulteration in soft drinks	24	16	20
Cold drinks are harm full for health	27	22	11



Source: Data compiled through questionnaire

It was evident that majority of the respondents were very conscious about the above mentioned negative aspects of the soft drinks and consider these negative aspects as a major determinant of their purchase decision

Perceiving adulteration in soft drinks and harmfulness of soft drinks from health point of view was greater than the standard average score with optimum standard reveals that majority of the respondents are distributed more towards the higher side to the standard average score

Thus the above analysis concluded that majority of the respondents were strongly agree with malpractice's of the manufactures/retailers, adulteration in cold drinks and harmfulness of soft drinks from health point of view. Moreover, these negative aspects influenced their buying behavior to great extent while buying a soft drink.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

CONCLUSION AND RECOMMENDATIONS

CONCLUSIONS

- * The project consumers attitude toward soft drinks in Solan town was undertaken to have a clear insight regarding soft drink market and how do the consumers play their role in it. The important conclusions which were revealed study were:
- * As regards consumption pattern of soft drinks the numbers of regular drinkers were more while the numbers of occasional and rare drinkers were less.
- * As regards consumption preference analysis it was cola flavor which undoubtedly was the market leader which was followed by lemon and orange flavors respectively.
- * Age of an individual has no significant effect on the consumers brand preference for a soft drink
- * There is no significant impact of the income of an individual on brand preference for a soft drink.
- * Educational status of an individual has no impact on his brand preference for a soft drink.
- * As regard to the income of respondents and their buying behaviour towards soft drinks, it is evident that majority of the respondents of all income groups takes soft drink and preferred soft drinks.
- * The analysis of the respondents attitude with special reference to the negative aspects of the soft drinks concluded that majority of the customers were strongly agreed about adulteration in the cold drinks. Further it is noted that customer perceive that soft drinks are harmful from health point of view. Thus it leads to the conclusion that majority of the respondents are very conscious about negative

aspects of soft drinks and it influenced their behaviour towards cold drinks to great extent.

RECOMMENDATIONS

The present study concentrates on consumer attitude towards soft drinks. Consumer behaviour is the behaviour that consumer's displays in searching for, buying, utilizing, evaluating and disposing of products, services and ideas. The present study was conducted on the basis of primary data collected through questionnaire. Moreover, efforts have been made to examine the attitude of the consumers towards different socioeconomic factors that influences their behavior. Finally analysis of the respondent's views regarding remedial/ improvement measures with special reference to soft drinks is carried out. Cola flavor is much ahead than Limca and others. The following recommendations have emerged from the present study:

- * As advertisements and social segments were found to be main sources of information hence the marketers should go in for the large scale advertising campaign both mass and as well as personal selling.
- * Youngsters should be targeted by sales promotional effort, as they are basically the people who are trend setters about brand to be purchased.
- * As superstars were found to be the most preferred models for the soft drink advertising campaign, hence the soft drink companies should hire more and more popular stars
- * As regards capacity the soft drink companies should continue with the plastic bottles because of its increasing popularity while still maintaining the 300ml glass bottle and also boosting for the can packing
- * As brand name was ranked as the major attribute which affects consumer buying decision hence brand name should be marketed in such a way that it gets positioned in the minds of the consumers.

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And other internet resources.

ANNEXURE

Schedule/ Questionnaire

CONSUMERS ATTITUDE TOWARDS SOFT DRINK IN SOLAN TOWN

1 PERSONAL INFORMATION

NAME: _____

AGE-GROUP:

☐ 20-30

☐ 31-40

☐ Above 40

1. Do you consume soft drinks:

☐ YES

☐ NO

2. How frequently do you consume soft drinks:

☐ REGULLARLY

☐ RARELLY

☐ OCCASIONNALLY

☐ NEVER

3. Please tick the relevant nature of brand preference you have:

☐ SPECIFIC BRAND PREFERENCE

☐ GENERAL BRAND PREFERENCE

☐ MARGINAL BRAND PREFERENCE

☐ NO BRAND PREFERENCE

4. Which flavour of soft drink you prefer the most

☐ cola

☐ lemon

☐ orange

☐ others

specify _____

5. Write down any six brand names of soft drinks that you are able to recall easily:

☐ _____ ☐ _____ ☐ _____ ☐ _____

6. Out of the brands mentioned in q5 which of them have you ever tasted or purchased:

☐ _____ ☐ _____ ☐ _____ ☐ _____

7. What is your monthly spending on soft drinks

- | | |
|---|--|
| <input type="checkbox"/> NIL | <input type="checkbox"/> Rs 10 – Rs 50 |
| <input type="checkbox"/> Rs 50 – Rs 100 | <input type="checkbox"/> Rs 100 – Rs 150 |
| <input type="checkbox"/> Rs 150 AND ABOVE | |

8. How frequently do you buy soft drinks?

- | | |
|--|---|
| <input type="checkbox"/> DAILY | <input type="checkbox"/> ONCE IN A WEEK |
| <input type="checkbox"/> ONCE IN A TWO WEEKS | <input type="checkbox"/> NEVER |

9. What sources of information do you look for the best purchasing a particular brand of soft drink

- | | |
|---|------------------------------------|
| <input type="checkbox"/> ADVERTISEMENTS | <input type="checkbox"/> FAMILY |
| <input type="checkbox"/> FRIENDS | <input type="checkbox"/> RETAILERS |
| <input type="checkbox"/> OTHERS SPECIFY | |

10. In what capacity do you mostly buy soft drinks

- | | | |
|---------------------------------|---------------------------------|---------------------------------|
| <input type="checkbox"/> 100 ml | <input type="checkbox"/> 300 ml | |
| <input type="checkbox"/> 500 ml | <input type="checkbox"/> 1 ltr | <input type="checkbox"/> 1.5 ml |

11. Rank the given attributes 1-4 in the order in which they affect you purchase decision for soft drinks

- | | |
|--------------------------------|------------------------------------|
| <input type="checkbox"/> PRICE | <input type="checkbox"/> BRAND |
| <input type="checkbox"/> TASTE | <input type="checkbox"/> PACKAGING |

12. In the absence of your preferred brand ,what do you prefer to do:
hunt for the same in other shops:

- ☐ hunt for the same in other shops
- ☐ buy another brand
- ☐ buy a fruit juice

13. Out of these which factors have an influence of any buying behaviour of soft drinks

- | | |
|---------------------------------------|-----------------------------------|
| <input type="checkbox"/> availability | <input type="checkbox"/> instinct |
|---------------------------------------|-----------------------------------|

☐ group influence

☐ degree of heat

☐ advertisement

☐ any other

14. Associate the brand of your preference in different situations?.

☐ with family members _____

☐ with friends _

☐ in marriage/ parties

☐ in formal meetings

15. Drinking soft drink makes me feel.

☐ Confident

☐ comfortable

☐ Acceptable

☐ pampered

16. Aspects in soft drinks while buying a Cold drink perceiving adulteration in cold drinks.

☐ Strongly agree

☐ partially agree

☐ do not agree

