

# **CONSUMER PREFERENCE AND BUYING BEHAVIOUR OF SOFT DRINKS IN JAJPUR DISTRICT OF ODISHA: A DISCERNMENT ANALYSIS**

A Thesis submitted to the Odisha University of Agriculture and Technology in  
partial fulfillment of the requirement for the degree of Master of Business

Administration (Agribusiness Management)



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This is to certify that the thesis entitled “CONSUMER PREFERENCE AND BUYING BEHAVIOUR OF SOFT DRINKS IN JAJPUR DISTRICT OF ODISHA: A DISCERNMENT ANALYSIS” submitted in partial fulfillment of the requirements for the award of the degree of Master of Business Administration in Agribusiness Management to the Odisha University of Agriculture and Technology is a faithful record of bonafide and original research work carried out by Anurag Mohanty under my guidance and supervision. No part of this thesis has been submitted for any other degree or diploma.

It is further certified that the assistance and help received by him from various sources during the course of the investigation has been duly acknowledged.

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This is to certify that the thesis entitled “CONSUMER PREFERENCE AND BUYING BEHAVIOUR OF SOFT DRINKS IN JAJPUR DISTRICT OF ODISHA: A DISCERNMENT ANALYSIS” submitted by Anurag Mohanty to the Odisha University of Agriculture and Technology, Bhubaneswar in partial fulfillment of the requirements for the degree of Master of Business Administration (Agribusiness management) has been approved/disapproved by the student’s advisory committee and the external examiner.

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## **DECLARATION**

I hereby declare that this thesis entitle-“ CONSUMER PREFERENCE AND BUYING BEHAVIOUR OF SOFT DRINKS IN JAJPUR DISTRICT OF ODISHA: A DISCERNMENT ANALYSIS” being submitted to the Department of Agribusiness Management, Centre for Post Graduate Studies, Odisha University of Agriculture & Technology, Bhubaneswar, is my own work to the best of my knowledge and belief and it contains no materials previously published or written anywhere for the award of any other degree or diploma of the university or other institute of higher learning, any time before.

Anurag Mohanty

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## **DEPARTMENT OF AGRIBUSINESS MANAGEMENT**

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### **CERTIFICATE OF ANTI-PLAGIARISM**

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## **ABSTRACT**

The soft drink industry in India is a billion dollar business. With its younger population and with the advancement of internet in views, the market is further going to expand in the future. So companies are trying to attract as many consumers towards their product. Therefore it is important to study about the behavioural pattern as well as preferences of consumers during buying soft drinks as these can be complex in nature. Thus this study is undertaken to analyse the consumer's preference for various carbonated and non-carbonated soft drinks, to identify the impact of various factors which govern the consumer's preference as well as to ascertain elements of buying behaviour of consumers. The sample included 100 people of various backgrounds from nearby areas of Panikoili of Jajpur district. Brand awareness and various factors as well as situation governing the consumption of soft drinks were studied. This will help not only the companies but also the retailers, in the future, to understand consumer behaviour and strategize their marketing plan accordingly.

# **CHAPTER 1**

## **INTRODUCTION**

# INTRODUCTION

Beverages are defined as portable liquids that provide energy with the addition of different flavours and colours. It mainly includes various soft drinks, tea, coffee, fruit juice, wine, whiskey, and other hard drinks like wine, whisky, etc.

"Hard drink" is another term for an alcoholic beverage. Beer, wine, and whisky are examples of these types of beverages, which are made by fermenting various agricultural materials. Ethanol is the primary ingredient in these beverages.

Soft drinks are non-alcoholic beverages that are typically but not always carbonated and contain a natural or artificial sweetener, edible acids, natural or artificial flavours, and sometimes juice. Fruits, nuts, berries, roots, herbs and other botanical acids are used to create natural flavours. Soft drinks do not include coffee, tea, milk, chocolate, or undiluted fruit and vegetable juices.

The term was coined to distinguish flavoured drinks from schnapps and spirits. Soft drinks were recommended as an alternative to changing the harsh drinking habits of early Americans. Indeed, modern consumer health concerns have led to a new category of soft drinks that emphasize low calorie and sodium content, no caffeine, and "natural" ingredients.

There are many special soft drinks. Mineral water is very popular in Europe and Latin America. *Piper methysticum* is made from the roots of bushy shrubs and is consumed by people in Fiji and other Pacific islands. In Cuba, people enjoy carbonated sugar cane juice. Its scent comes from the unrefined syrup. Soybean meal soft drinks are sold in tropical regions, which are often protein deficient. In Egypt, carob or locust extract is used. In Brazil, soft drinks based on mate tea are made. Whey from the production of buffalo cheese is carbonated and consumed as a soft drink in North Africa. Some East Europeans enjoy drinks made by fermenting old bread. Honey and orange juice are becoming popular drinks in Israel.

## **Types of soft drinks :**

Based on their content, soft drinks can be split into two categories:

- carbonated and
- non-carbonated.

Non-alcoholic carbonated soft drinks typically contain water, sweeteners, and flavours. Sugar, high fructose corn syrup, or a sugar replacement can all be used as sweeteners (for diet drinks). For e.g.:- Coca-cola, Pepsi, Mountain Dew, Sprite, 7Up, Mirinda, Fanta

Non-carbonated drinks are divided into two categories: nectar and juices. Nectar is manufactured from fruit or vegetables, but typically comprises 25-99 percent juice and is usually sweetened, with the juice including largely natural fruit or vegetables. It's made by squeezing or macerating fresh fruits or vegetables mechanically. Fruit juice is always 100 percent pure. For example, Real Fruit and Vegetable Juices, Tropicana Juices, etc to name a few.

**Table-1 Types of Soft drinks**

<b>Types Of Soft Drinks</b>	<b>Description</b>
<b>Bottled Water</b>	<p>Potable water, water with flavourings and minerals/vitamins.</p> <p>(i) Still water: noncarbonated, mineral, spring or table water, with or without added flavourings and vitamins/minerals.</p> <p>(ii) Carbonated water: mineral, spring or table water, low carbonated waters, naturally sparkling or sparkling by CO<sub>2</sub> injection.</p> <p>(iii) Flavoured water: unsweetened water, with essences and/or aromatic substances.</p>
<b>Bulk/Hot Water</b>	<p>Potable water is sold in packs of over 10 L for use in dispensers.</p>
<b>Carbonates</b>	<p>Sweetened, beverages with carbon dioxide, syrups for home dilution and out-of-home carbonated soft drinks.</p>
<b>Juice</b>	<p>100% pure fruit or vegetable juice without ingredients, except permitted minerals and vitamins, with sweetening agents (less than 2%).</p>

<b>Nectars</b>	Diluted fruit/vegetable juice and pulp, with sweetening agents, minerals, and vitamins.
<b>Still Drinks</b>	Flavoured ready-to-drink, noncarbonated beverages, containing fruit or nonfruit flavours or juice content (to 25%).
<b>Squash/Syrups</b>	Non-ready-to-drink products, marketed as concentrates for home consumption including fruit and non-fruit-based products and flavours.
<b>Fruit Powders</b>	Non-ready-to-drink products in powder form.
<b>Iced/Ready-To-Drink Tea/Coffee Drinks</b>	Tea-based or coffee-based drinks and non-ready-to-drink powders and liquid concentrates for dilution.
<b>Sports Drinks</b>	Products described as “isotonic,” “hypertonic,” or “hypotonic,” still or carbonated, ready-to-drink, or non-ready-to-drink powders and concentrates; also fruit and nonfruit flavoured drinks.
<b>Energy Drinks</b>	Energy-enhancing drinks, mainly carbonated and containing taurine, guarana, glucose, caffeine, exotic herbs and substances, minerals, and vitamins.

(Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4324883/>)

### **Ingredients:**

Soft drinks typically contain water, sweetener, carbon dioxide, acidulants, flavourings, colourings, chemical preservatives (limited quantity), antioxidants, and/or foaming agents .

(Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4324883/>)

Sugar replacements are used in some soft drinks. However, certain substances might be harmful to the health if ingested in high amounts, and there is significant worry about preservatives and sweeteners in general. As a result, while there is a desire to manufacture

ever-larger ranges of more specialised soft drinks, there is also demand to reduce the use of artificial and synthetic additions and components, in particular.

## **History of Soft Drinks**

The earliest commercially available soft drinks were made from a blend of water and lemon juice sweetened with honey in the 17th century. The Compagnie de Limonadiers was founded in 1676 in Paris and given a monopoly on the selling of its products. On their backs, vendors carried tanks from which they dispensed cups of lemonade.

Dr Joseph Priestley, an Englishman, invented the first consumable glass of carbonated water in 1767. Three years later, the Swedish chemist Torbern Bergman created a generating apparatus that used sulphuric acid to create carbonated water from chalk. Bergman's technology made it possible to mass-produce counterfeit mineral water in vast quantities. These early carbonated drinks were created to resemble natural mineral waters.

The health benefits claimed for soft drinks in the early days account for a significant portion of their history. Drinking mineral water was regarded to be beneficial to one's health, thus it was anticipated that artificial mineral water would provide the same benefits. Flavoured water was created by pharmacists to make it easier to use and market such a product. Initially, these drinks were only accessible from street vendors, but market demand quickly prompted the soda bottling industry to improve.

In the end, it turned out that the health claims made by the early soft drink makers were not supported by any scientific evidence. On the other hand, those who drank the drink wanted to buy more because of its taste and freshness. Although it had no beneficial effect on the human body, there was still a large market for this type of beverage. Several inventions had entered the soda industry to meet the demand.

The 'Crown Cork Bottle Seal,' invented by William Painter in the United States, was one of these inventions. This mechanism, which was developed in 1892, performed a fantastic job of retaining the bubbles in the drink until the user opened it. This allowed drinks to be easily sold and transported home to be consumed later. Other advances, such as glass bottles and six-pack cans, allowed the marketing and sales of these drinks to reach new heights.

## **Global Scenario:**

Companies that make non-alcoholic beverages and carbonated mineral waters, as well as concentrates and syrups for the production of carbonated beverages, make up the soft-drink sector. Soft drink products have been warmly received by consumers, and they are increasingly displacing hot drinks as the world's largest beverage sector. The soft drink industry as a whole is facing new opportunities and difficulties in the face of constantly rising soft drink consumption. Consumer demands and preferences are changing, necessitating new approaches to retaining existing clients and gaining new ones. Beverage companies must aggressively court customers, offer high-quality products, efficiently distribute them, ensure safety, and keep prices low while remaining nimble enough to exploit new markets by launching new products, all while remaining nimble enough to exploit new markets by launching new products. Recent trends in soft drink consumption, as well as marketing issues, have increased the necessity to research customers' wants and preferences.

The growth driver of the beverage industry in developed countries is different from that in developing countries. In emerging economies, population growth, demographic improvements, and rising income levels are projected to be key drivers, while in developed economies, increased health awareness and increased demand for convenience foods can drive growth.

The global non-alcoholic beverages market size was valued at \$919.13 bn in 2019 & is projected to reach \$1,257.77 bn by 2027, exhibiting a CAGR of 8.20%.

(Source: Market research Report, Fortune business Insights, Aug 2020)



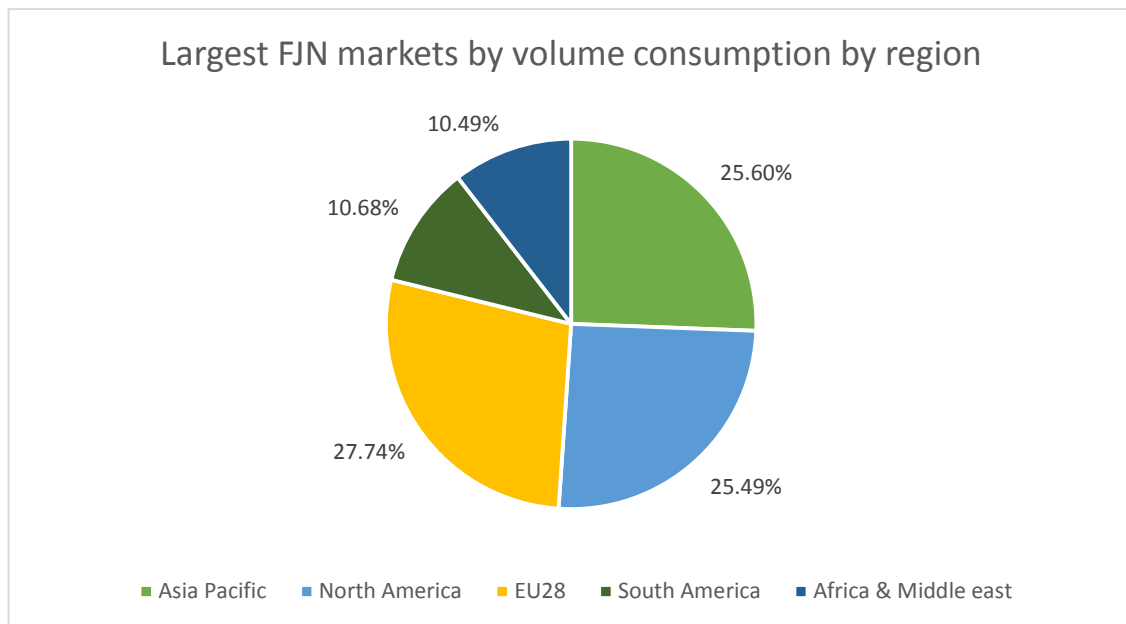
(Source: Industry reports, Mordor Intelligence)

**Fig:1- Non-Alcoholic Beverages Market: Market Size (%), Global 2020**

**Table -2 Largest FJN markets by volume consumption by region**

<b>Region</b>	<b>Million Ltr.</b>
Asia Pacific	8367
North America	8331
EU28	9067
South America	3492
Africa & Middle East	3429

(Source: European fruit Juice Association, 2018)



(Source: European fruit Juice Association, 2018)

**Fig:2- Largest FJN markets by volume consumption by region**

### Indian Scenario

Soft drinks' presence in today's markets is getting increasingly impossible to ignore. Soft drink consumption has consistently increased from its origin in the 1830s, thanks to technological advancements in production and increasing product availability. According to recent statistics in 2016, despite India's large population and the fact that nearly half of the population is under the age of 30, per-capita soft drink consumption in India is still very low, at around 44 bottles per capita compared to countries like the USA (1496 bottles), Mexico(1489 bottles) and Germany(1221 bottles), indicating a huge market for soft drinks in India.

(Source: Varun Beverages Limited.)

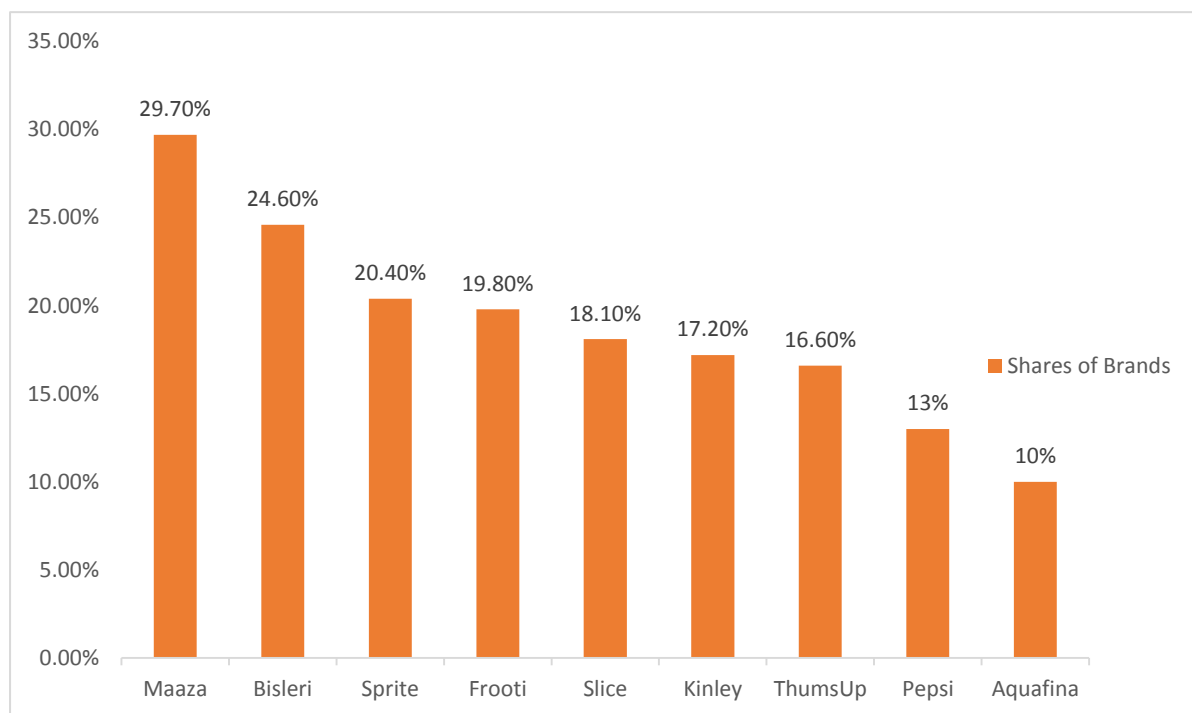
India's non-alcoholic beverage industry has grown strongly in recent years. Middle-class growth, rapid urbanization, and rising disposable income are some of the key drivers of this growth.

In addition, India is one of the world's largest consumer markets with a population of 1.3 billion. It is also one of the youngest demographic countries, with about 50% of the population under the age of 25 and about 65 under the age of 35. Most of India's fast-food consumption is driven by people between the ages of 18 and 40. These vital statistics are

expected to drive market growth rapidly over the forecast period. In addition, increased awareness of heart and weight-related health issues, especially among young adults, has led to a significant increase in the consumption of packaged fruit beverages, a rapid increase compared to carbonated beverages.

Goldstein Market Intelligence analysis the forecast of India packaged non-alcoholic beverages market to grow at a CAGR of 16.2% during the forecast period 2017-2030. Further, the market is anticipated to reach USD 20.4 billion by the end of the forecast period as more people are trading up to packaged drinks.

(Source- Industry research Outlook, Goldstein Market Intelligence)



(Source- Statista Research Department)

**Fig-3: Share of soft drink brands across India in 2016**

## **Consumer Preferences**

Consumer preferences refer to a consumer's decision to choose the choice with the highest expected value from a set of possibilities in order to meet his or her requirements or wishes. Preferences express a preference for one of the neutral or higher-valued options available. The consumer's preference is the result of their actions while searching for, acquiring, and discarding things.

Consumer preferences are defined as subjective (individual) preferences for a bunch of different products and are valued according to profit. They allow customers to organize these bundles of items according to the benefits they offer. Preference is not affected by income or price. The ability to get things has little effect on consumer taste. In other words, the different combinations of products, represented by the number of bundles of goods, evoke different tastes for consumers.

Consumer preference is defined as the satisfaction gained by consuming different combinations and bundles of products. The consumer's goal is to choose a product package that provides the highest level of satisfaction to the consumer. Consumers, on the other hand, have severely limited options. Consumer income and the price he spends on items determine these limits. Consumer value is determined by comparing the relative utility of different products that reflect consumer preferences.

## **Objectives of the Study:**

1. To determine the consumers' preference for both carbonated and non-carbonated soft drinks
2. To identify the factors governing consumer preference towards soft drinks
3. To ascertain the elements of buying behaviour of consumers

# **CHAPTER 2**

## **REVIEW OF LITERATURE**

## REVIEW OF LITERATURE

This chapter consists brief review of various research works that have been done at the national as well as international level related to the present work on consumer preference and behaviour. The various works have been presented in chronological order:

**Dhuna and Mukesh (1984)**, conducted a study to analyse the pattern of consumption of soft drinks. A sample of 150 respondents was surveyed regarding their consumption habits. Analysis revealed that 54 percent of consumption was in summer and 46 percent during other seasons. It was found that about 26 percent of the respondents were regular consumers and the rest consumed soft drinks occasionally.

**Shanmugasundaram (1990)** studied soft drink preferences in the town of Vellore, North Arcot, Tamil Nadu. According to the survey, the most popular soft drink was Gold Spot followed by Linker ,Sprite and Samsap . He found that taste is a major factor influencing the taste of a particular brand .TV has played an important role in influencing consumers to choose a particular brand.

**Sabeson (1992)**, in his research stated that product quality, price and taste are the main criteria for consumers to choose a brand for processed fruit and vegetable products..

**Adriant.Beverly (1998)** suggested the relative contribution of taste and health issues to cola consumers' taste and buying intent. These data suggested that health continues to be second only to taste in consumers' choice of cola drinks in this demographic, despite current concerns about dietary fat loss.

**Padmanabhan (1999)** studied various factors affecting brand loyalty and concluded that price of a particular brand and its advertisement is significant and influence brand loyalty.

**Brown *et al.* (2000)** stressed on the significance of nutrition for young consumers during teenage years and studied relationship between preference for any particular food and their awareness regarding the same.

**Aaker (2000)** conclude brand loyalty as an asset which familiarised a sense of commitment for consumers. He also studied about various others means by which awareness can be created.

**Noe (2000)** studied the factors affecting the preference in FMCG products and came to the conclusion that brand persona affects brand preference more than any other factors. This brand persona deals with the individuality aspect of the brand's external attributes, so consumers prefer any brand when looking at the brand's external attributes.

**Srinivasan (2000)** found higher educational level leads to more consumption of processed products. The preference for processed food products is mainly due to its convenience.

**Sarwade (2002)** discovered that product price and quality are factors that influence purchasing decisions. It is very interesting that households did not fully consider the corporate image and brand image.

**Hutchings (2003)** found intense colour of fruit juice leads to higher expectation of flavour of juice among consumers. People who are health conscious are likely to spend more on organic fruit juice.

**Nandagopal and Chinnaiyan (2003)** studied regarding brand preference of drinks and found quality is the most important factor. Rura consumers were influenced by good quality as well as proper availability of brand.

**Baisya (2003)** studied about the scenario of Indian soft drinks market and found it to be regional based. Cola is preferred in the metro cities whereas Southern states prefer orange drinks. India's carbonated soft drink industry is described specifically with reference to the influence of US companies Pepsi and Coca-Cola.

Shivkumar (2004) found that consumers, were primarily influenced by family opinions about what to buy. Consumers are influenced by retailer recommendations as well as advertisements.

**Rajarashmi and Sudarsana (2004)**, found that people are particular about what brand they want to buy. They may also postpone their decision if their preferred brand is not available at that time.

**Nagaraja (2004)**, found buying behaviour is affected by neighbours, family members as well as his own experience. Touch of any particular product also plays a vital part in purchasing any product.

**Ramasamy et al. (2005)**, reported that purchasing behaviour is strongly influenced by product awareness and attitude. Commercial advertising on television was considered the primary source of information. The majority of the people surveyed focused on quality and price as an important criterion, while others focused on the image of the manufacturer.

**Narang (2006)**, concluded that a buyer does not prefer a single brand. Advertisement can be used as an effecting branding tool. Promotional schemes like discounts and offers help to attract consumers.

**Banumathy and Hemameena (2006)**, studied consumer brand preference regarding soft drinks and found that people preferred well established brands having good taste and quality.

**Banumathy and Hemameena (2006)**, suggested that to compete against the MNC local companies must focus on the quality of their products. They must adopt innovative marketing techniques to compete with international brands. The study also revealed that there is an association between monthly income and brand preference.

**Vincent (2006)** states that quality is an important factor in attracting consumers to branded products. Branded products are accepted as high quality products. People are willing to pay extra for branded products because they have greater value for money. Also media like TV and internet plays a vital and influencing role in brand promotion.

**Bhuvan (2010)** found taste is the most important factor and more work has to be done in order to improve the flavour. Soft drinks should be easily available. Hence the marketing and distribution channel should be improved. So appropriate techniques should be used by companies to position their products in such a way that more consumers should become aware of their products.

**Jitendra (2010)** by his comparative study regarding the preference of soft drinks and the effects it has on health of human beings found that more youth prefer carbonated drinks than non-carbonated ones. Also females prefer mainly non-carbonated drinks like Maaza due its advertisement.

**Gopi & Arasu (2012)**, studied about the application of factor analysis on soft drinks in Dharmapuri. He found that the preference of consumers were affected by 4 factors namely taste, brand image, packaging and price.

**Mevlüt Gül (2012)**, concluded that the factor affecting purchasing of soft drink was type of products. Others factors also included quality, price, health and safety, whether the product is organic or non-organic. Fruit juice which are 100% natural and organic without any additives or preservative tend to have maximum level of satisfaction.

**Dharmesh Motwani and Khushbu Agarwal (2012)**, studied about various health drink brands and concluded Bournvita had the most share within the market with Horlicks in close second. The various factors were also studied and nourishment was found to be most influential factor.

**Brajdeep (2012)** reported, soft drinks industry are highly competitive and thus companies need to find better and innovative ways to attract and retain their consumers. He also found that companies most of their budget in marketing and advertising their products since the brand preference tends to change over time.

**Simranjeet Kaur Sandhar, Dheeraj Nim, and Shikha Agrawal (2013)** found most respondents preferred fruit juice over soft drinks. They consume most during parties and celebration. Various factors which affect the consumption are price, taste and health consciousness of consumers as well as advertisements.

**J. K Mise and K.S. Chandrasekar (2013)**, In India the consumption of soft drinks is reducing due to rising health concern among consumers. Most consumers are influenced by their friends and family members. Also majority of Indian consumers tend to remain loyal to their preferred brand.

**B. Venkateswara (2015)** conclude through his research that consumer behaviour for buying products is complex in nature and is influenced by various factors. To attract and retain the consumers companies have to maintain proper quality of their products, make their products readily available and make use of various tools to create awareness among consumers.

**Tanvinder (2015)** found that any celebrity, marketing a product gives a massive boost to its brand image. It tend to create a positive image of the product in the minds of the consumers which help to attract and retain consumers and also helps companies to market their products effectively.

# **CHAPTER 3**

## **MATERIALS AND METHODS**

# MATERIALS AND METHOD

Theoretical analysis of the procedures used in a field of research is referred to as methodology. This chapter covers the study area description, sample selection, sampling methodology, data type and source, and analysis tools and techniques for a relevant outcome. To conduct a systematic investigation of the research problem, you'll need the right methodology.

The chapter is presented under the following sections:

3.1. Selection and description of the data

3.2. Sampling procedure/Design

3.3. Nature and source of data

3.4. Tools and techniques employed in the study

## 3.1 Selection and description of the data

This selection defines the process of determining the appropriate data type and source, as well as instruments to collect data. Data selection precedes the actual practice of data collection in terms of selection of the study area and description of the study area.

### 3.1.1 Selection of the study area

The study was conducted in the Jajpur district of Odisha.

### 3.1.2 Description of the study area

Jajpur is located in eastern Odisha. It borders Kendujhar and Bhadrak districts to the northeast, Kendrapara and Cuttack districts to the south, and Dhenkanal district to the west. According to the [2011](#) census Jajpur district has a population of 1,827,192.

The district consists of 1 subdivision Jajpur. It also consists of 10 blocks.

- Jajpur
- Binjharpur
- Bari

- Dasarathapur
- Rasulpur
- Dharmasala
- Badchana
- Korei
- Danagadi
- Sukinda

### **3.2. Sampling procedure/design**

The consumer were selected in and around Panikoili with a purposive sampling method while selecting the household for survey. The study was undertaken during the months of November following Covid guidelines of Government of Odisha that constrained the outreach of the study to cover localities within 10-15km of Panikoili.

### **3.3. Nature and sources of data**

Primary data were used in the present study. The data on consumer preference were collected by a pre-tested schedule. A purposive random sampling method was used to select the consumers. The data regarding consumer preference were collected from diverse localities of the Jajpur district. A total of 100 consumers were interviewed from the selected area. The map of the study area is presented in Fig 4.

Personal interviews were used to obtain the required primary data on the respondents' socio-economic characteristics and attitudes about soft drink use. A pre-tested structured schedule was used to administer the relevant primary data.

The respondents were interviewed in a variety of settings, including modern retail formats, department stores, college campuses, and their homes. The socio-demographic characteristics of households were acquired in order to establish a link between soft drink use and respondents' socio-demographic characteristics.

The specific information collected includes soft drink consumption, types of purchase decisions, frequency of purchase, monthly spending of soft drinks, location of purchase, satisfaction, frequency of purchase of soft drinks, and the impact of the brand on soft drink consumption. The question was included. Factors that influence drinks, soft drink preferences of different brands, soft drink purchases, and soft drink consumption.



**Fig 4: Map showing the study are Jajpur district in Odisha**

### **3.4. Tools and techniques employed in the study**

The technique of cleaning, examining, and modelling data with the purpose of highlighting valuable information and providing conclusions is known as data analysis. In a research study, selecting appropriate analytical tools is critical since they have a critical bearing on the impact on the data and their meaningful interpretation.

Tabular analysis, graphical analysis, and other statistical tools were used to achieve the objective of the study.

Pre testing of questionnaire was done before commencement of actual collection of primary data at Panikoili. Thereafter the final questionnaire was prepared for data collection.

# **CHAPTER 4**

## **RESULTS AND DISCUSSION**

## RESULTS AND DISCUSSION

Keeping the objectives of the study in view, the data collected for the study are analysed and the results obtained are presented in this chapter.

### 4.1 General Socio-economic characteristics of respondents

The socio economic data collected from 100 respondents have been presented in the following table.

**Table 3-General Socio-economic characteristics of respondents**

Sl. No.	Particulars	Number	%
<b>1</b>	<b>Age</b>		
	<15 years	3	3
	15yrs-30yrs	45	45
	30yrs-45yrs	24	24
	>45yrs	28	28
<b>2</b>	<b>Gender</b>		
	Male	59	59
	Female	41	41
<b>3</b>	<b>Education</b>		
	12th (HSE) and below	31	31
	Diploma / ITI	5	5
	Graduate	40	40
	Post Graduate	24	24
	Certificate Course	0	0
<b>4</b>	<b>Annual Household Income</b>		
	< 2 LPA	39	39
	2-6 LPA	38	38
	>6 LPA	23	23
<b>5</b>	<b>Occupation</b>		
	Student	29	29
	Housewives	21	21
	Service	37	37
	Entrepreneur	5	5
	Business	5	5
	Farmer	2	2
	Retired	1	1

The general socio-economic characteristics of the 100 respondents regarding their age, gender, education, occupation, and household income are represented in Table 3.

From the above table, with respect to the age of respondents, it can be seen that almost half (45%) belong to the age group of 15 years-30 years followed by 28% belonging to >45 years. 24% of the respondents belong to the age group of 30 years -45 years and only 3% belong to the age group of <15 years.

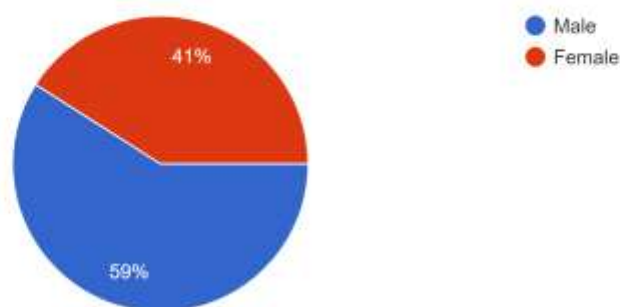
Age group



**Fig 5: Chart of the age group of respondents**

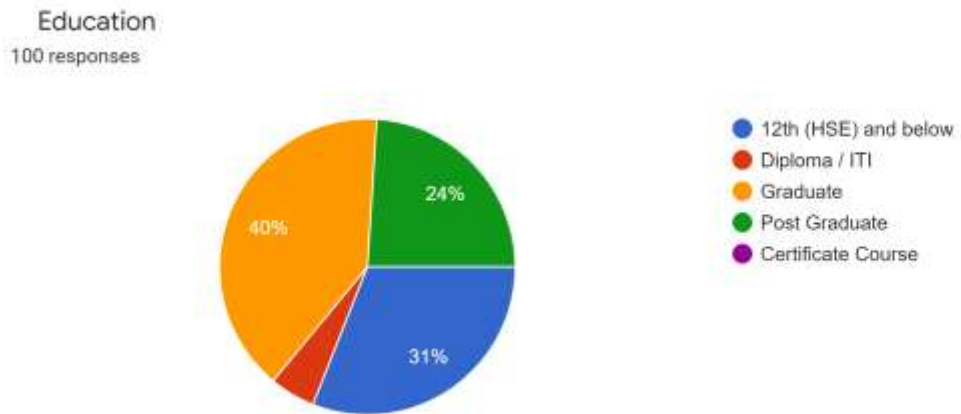
Out of 100 respondents, 59% were males and 41% were females.

Gender  
100 responses



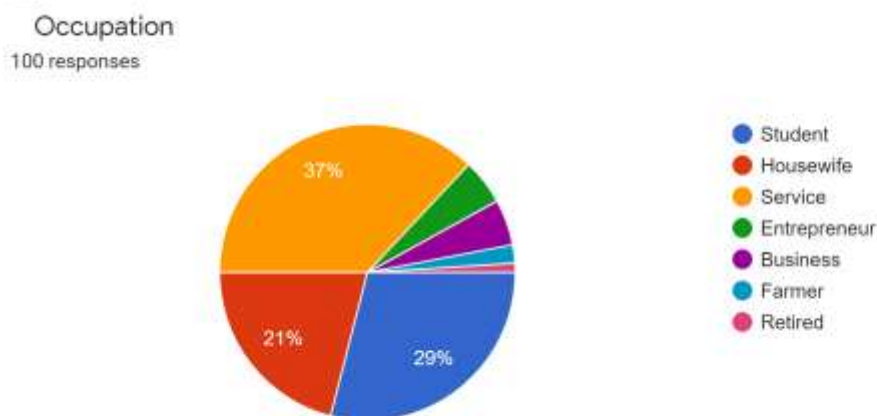
**Fig 6: Chart of the gender of respondents**

With regard to Literacy/education of the respondents, 40% were graduates followed by 31% who have education up to 12<sup>th</sup> standard (HSE). 24% were postgraduates and 5% of respondents had some diploma/ITI degree.



**Fig 7: Chart of education of respondents**

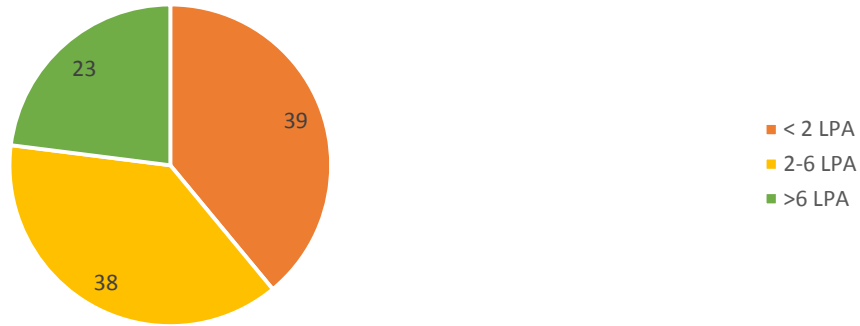
It can be seen that the majority of the respondents were in the service sectors (37%) followed by students who make up 29% of the total respondents and then housewives who constitute around 21%. Out of the remaining, 5% were entrepreneurs, 5% had some sort of business 2% were farmers and 1% were retired.



**Fig 8: Chart of occupation of respondents**

Regarding the Annual Household Income 39% had a household income of <2LPA followed by 38% having household income between 2LPA-6LPA. The remaining 23% had an income of >6LPA.

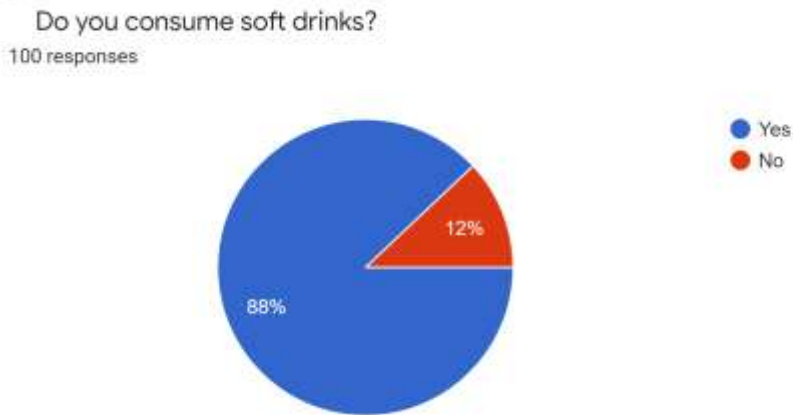
Annual Household Income



**Fig 9: Chart of Annual household income of respondents**

#### 4.2 Consumption of Soft drink

Out of 100 respondents, about 88% consume soft drinks and 12% don't consume soft drinks.

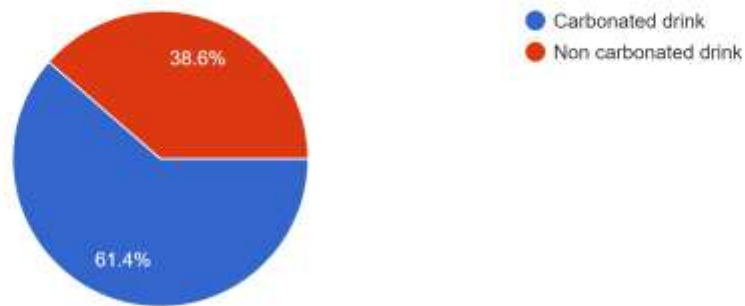


**Fig 10: Chart of Consumption of soft drinks**

#### 4.3 Preference for soft drink

Out of the total number of people who consume soft drinks, it was found that 61.4% of people prefer carbonated soft drinks whereas 38.6% of people prefer non-carbonated soft drinks.

Which Soft Drinks do you prefer mostly?  
88 responses



**Fig 11: Chart for preference of soft drink**

#### 4.4 Awareness of various brands of soft drinks (both carbonated and non-carbonated)

**Table 4- Awareness of various brands of carbonated soft drinks**

Sl. No.	Brand (carbonated)	Number	%
1	Coca Cola	58	58
2	Pepsi	56	56
3	ThumsUp	62	62
4	Sprite	50	50
5	Appy	27	27
6	Fanta	32	32
7	Mirinda	33	33
8	7UP	35	35

From the above table, it can be seen that among all the carbonated drinks brands 62% of people were aware of ThumsUp followed by 58% for Coca-Cola 56% for Pepsi, and 50% for Sprite. 27% of people were aware of Appy, 32% were aware of Fanta, 33% were aware of Mirinda and 35% were aware of 7UP.

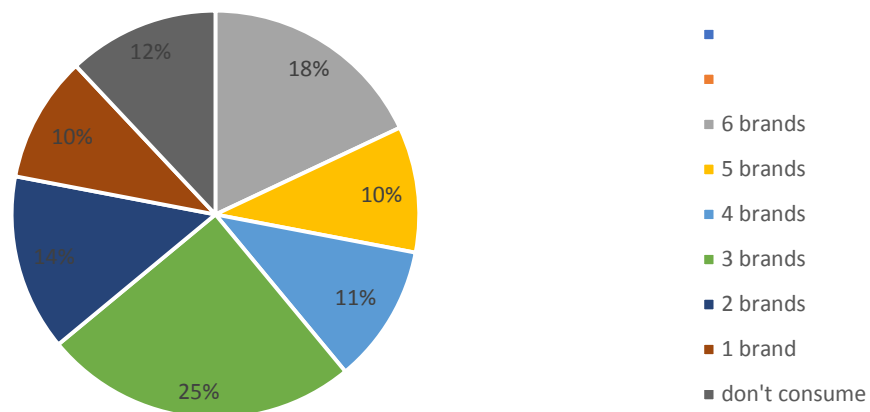
The number and percentage of people who are aware of multiple different brands is given in the following table.

**Table 5- Respondents awareness about number of carbonated brands**

Sl. No.	Respondents awareness about number of carbonated brands	Number	%
1	8 brands	20	20%
2	7 brands	11	11%
3	6 brands	6	6%
4	5 brands	13	13%
5	4 brands	7	7%
6	3 brands	18	18%
7	2 brands	7	7%
8	1 brand	6	6%
9	0 brands (don't consume soft drinks)	12	12%
<b>TOTAL</b>		<b>100</b>	<b>100%</b>

From the table we can see than 20% of consumers were aware of all brands whereas 11% were aware of 7 brands, 6% of 6 brands, 13% of 5 brands, 7% of 4 brands, 18% of 3 brands, 7% of 2 brands and 6 % of just one brand. Further 12% of respondents didn't consume any soft drinks.

Respondents awareness about number of carbonated brands



**Fig 12: Respondents awareness about number of carbonated brands**

**Table 6- Awareness of various brands of non-carbonated soft drinks**

Sl. No.	Brand (non-carbonated)	Number	%
1	Maaza	69	69
2	Slice	61	61
3	Frooti	59	59
4	Minute Maid	34	34
5	Tropicana	36	36
6	Real Fruit Juice	26	26

It can be seen from above table that 69% of people are aware of Maaza followed by 61% for Slice and 59% for Frooti. 34% of the respondents were aware of Minute Maid, 36% of Tropicana and 26% of Real Fruit Juice.

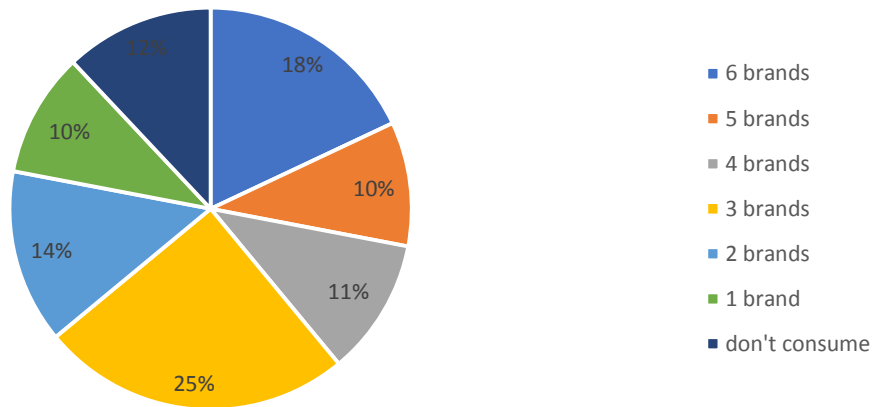
The number and percentage of people who are aware of multiple different brands is given in the following table.

**Table 7- Respondents awareness about number of non-carbonated brands**

Sl. No.	Respondents awareness about number of carbonated brands	Number	%
1	6 brands	18	18%
2	5 brands	10	10%
3	4 brands	11	11%
4	3 brands	25	25%
5	2 brands	14	14%
6	1 brand	10	10%
7	0 brands (don't consume soft drinks)	12	12%
<b>TOTAL</b>		<b>100</b>	<b>100%</b>

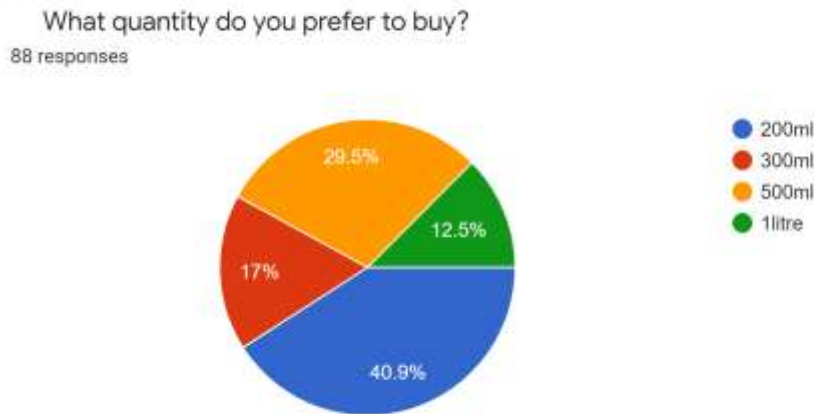
From the table we can see than 18% of consumers were aware of all non-carbonated brands whereas 10% were aware of 5 brands, 11% of 4 brands, 25% of 3 brands, 14% of 2 brands and 10 % of just one brand. Further 12% of respondents didn't consume any soft drinks.

Respondents awareness about number of non-carbonated brands



**Fig 13: Respondents awareness about number of non-carbonated brands**

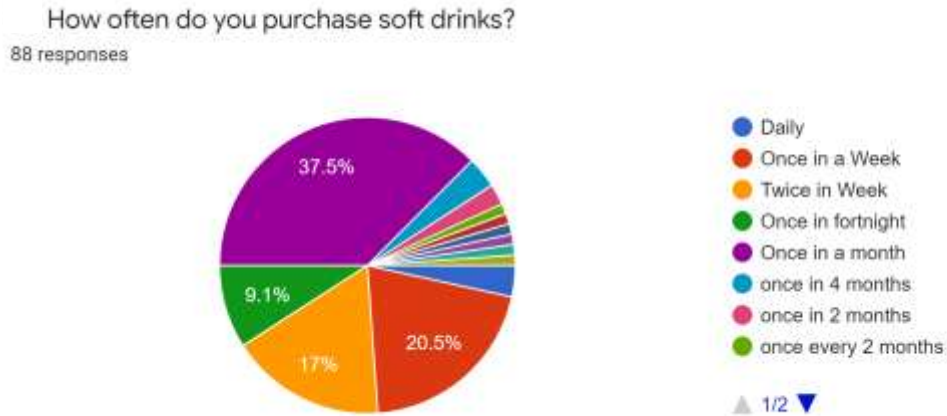
**4.5 Quantity of preference of soft drinks**



**Fig 14: Quantity of preference of soft drinks**

As it can be seen from the above figure most people prefer 200ml quantity (40.9%) followed by 500 ml (29.5%), 17% for 300 ml, and 12.5% for 1litre.

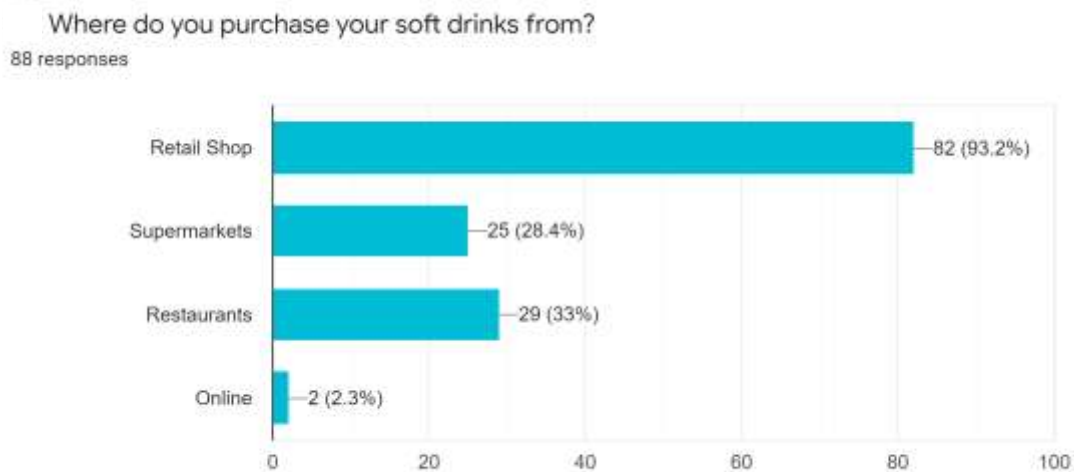
#### 4.6 Frequency of purchase of soft drinks



**Fig 15: Frequency of purchase of soft drinks**

Most people prefer to buy soft drinks once a month (37.5%), followed by 20.5% of people who buy once a week and 17% of people who buy around twice a week and around 9.1% buy once in 15 days.

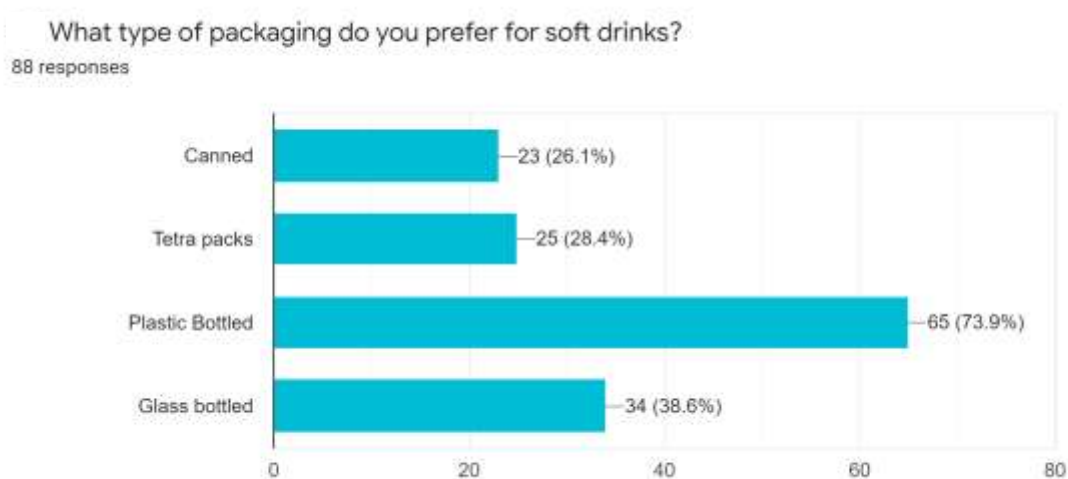
#### 4.7 Point of purchase of soft drinks



**Fig 16 : Point of purchase of soft drinks**

Most of the time prefer to buy their soft drinks from various retail shops (93.2%). Purchasing from supermarkets and restaurants constitutes 28.4% and 33% respectively. Some people (2.3%) purchase their soft drinks online as well.

#### 4.8 Preference of packaging material for soft drinks



**Fig 17: Preference of packaging material for soft drinks**

From the above figure, we can see people prefer plastic bottles (73.9%) more than glass-bottled (38.6%), tetra packs (28.4%), and aluminium cans (26.1%).

#### 4.9 Information Source regarding Brand Awareness of Soft Drinks

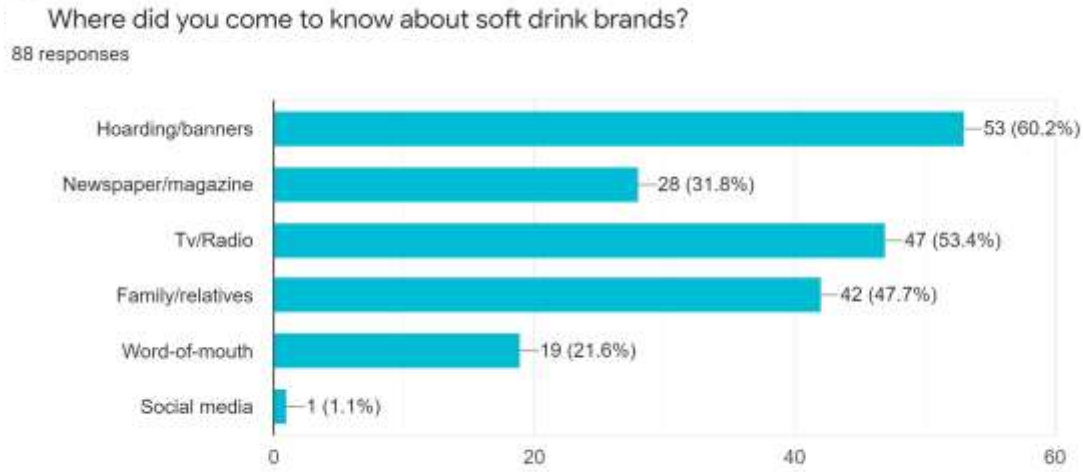
The below table represents the various sources that are responsible for creating awareness regarding the various soft drinks brand among respondents.

**Table 8- Sources of Information regarding Brand Awareness of Soft Drinks**

Sl. No.	Source	Percentage
1	Hoardings/banners	60.2
2	Newspaper/Magazine	31.8
3	Tv/Radio	53.4
4	Family/Relatives	47.7
5	Word of Mouth	21.6
6	Social Media	1.1

We can see that around 60.2% of people became aware of a brand by hoardings/banners. Similarly, 53.4% of people became aware of any brand due to TV/Radio, 47.7 % due to their

family/relatives, 31.8% due to newspaper/magazines, 21.6% due to mouth publicity, and around 1.1% due to various social media platforms.



**Fig 18: Information Source regarding Brand Awareness of Soft Drinks**

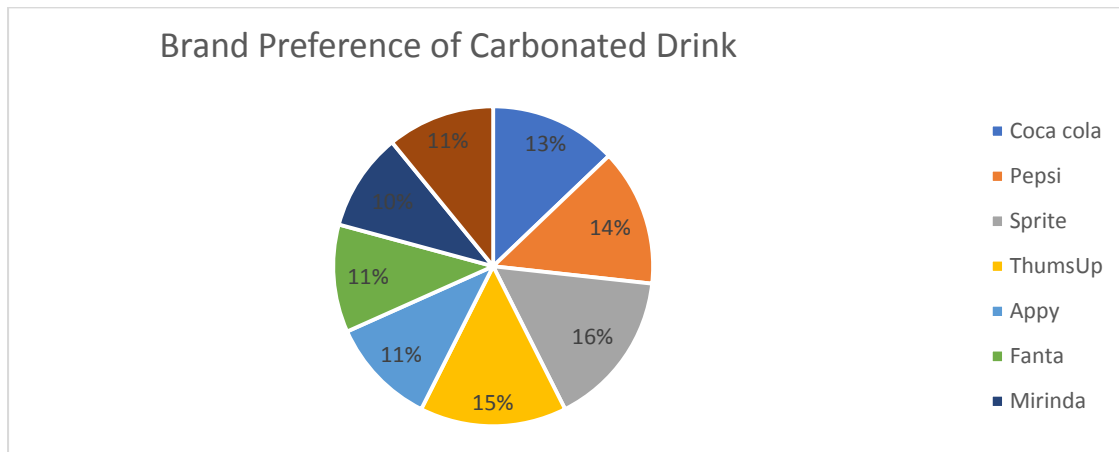
#### 4.10 Brand Preference of Carbonated Drinks

The data collected is presented in a tabular form. Each is assigned a value ranging from 1 to 8 and accordingly, % preference for carbonated drinks is calculated.

**Table 9- Brand Preference of Carbonated Drinks**

Rank	Coca Cola	Pepsi	Sprite	ThumsUp	Appy	Fanta	Mirinda	7UP	Total
1	27	8	22	6	7	2	4	12	<b>88</b>
2	6	23	10	23	5	5	11	5	<b>88</b>
3	6	16	19	15	6	13	6	7	<b>88</b>
4	10	6	9	23	19	11	2	8	<b>88</b>
5	5	7	10	14	22	8	9	13	<b>88</b>
6	5	8	13	2	5	28	18	9	<b>88</b>
7	10	15	3	3	5	16	27	9	<b>88</b>
8	19	5	2	2	19	5	11	25	<b>88</b>
<b>Total</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>704</b>
<b>Value</b>	418	438	492	484	354	337	310	335	<b>3168</b>
<b>Percentage</b>	13%	14%	16%	15%	11%	11%	10%	11%	<b>100%</b>

From the table, we can see that Sprite is the most preferred brand among the respondents (16%) followed closely by ThumsUp, Pepsi, and Coca Cola at 15%, 14%, and 13% respectively. Appy, Fanta, and 7UP are preferred equally at 11% and Mirinda is least preferred at 10%.



**Fig 19: Brand Preference of Carbonated Drink**

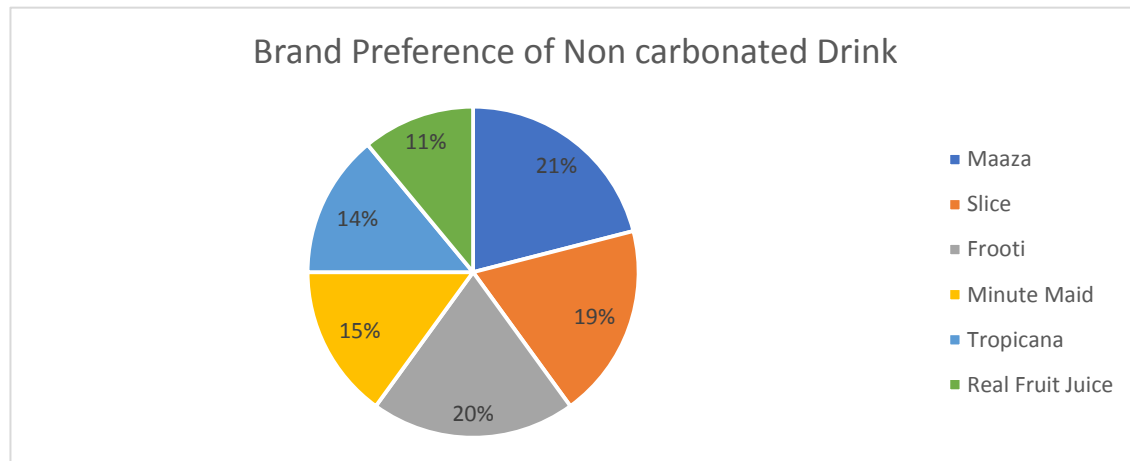
#### 4.11 Brand Preference of Non-Carbonated Drinks

The data collected is presented in a tabular form. Each is assigned a value ranging from 1 to 6 and accordingly, % preference for carbonated drinks is calculated.

**Table 10- Brand Preference of Non-Carbonated Drinks**

Rank	Maaza	Slice	Frooti	Minute Maid	Tropicana	Real Fruit Juice	Total
1	39	11	14	3	6	15	88
2	13	29	20	7	16	3	88
3	11	21	33	15	4	4	88
4	4	10	15	44	7	8	88
5	8	13	4	7	47	9	88
6	13	4	2	12	8	49	88
<b>Total</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>528</b>
<b>Value</b>	384	355	371	271	255	212	<b>1848</b>
<b>Percentage</b>	21%	19%	20%	15%	14%	11%	<b>100%</b>

From the table, we can see that Maaza is the most preferred brand among the respondents (21%) followed closely by Frooti and Slice at 20% and 19% respectively. Minute Maid and Tropicana are preferred by 15% and 14% consumers. Real Fruit Juice is least preferred at 11%.



**Fig 20: Brand Preference of Non-carbonated Drink**

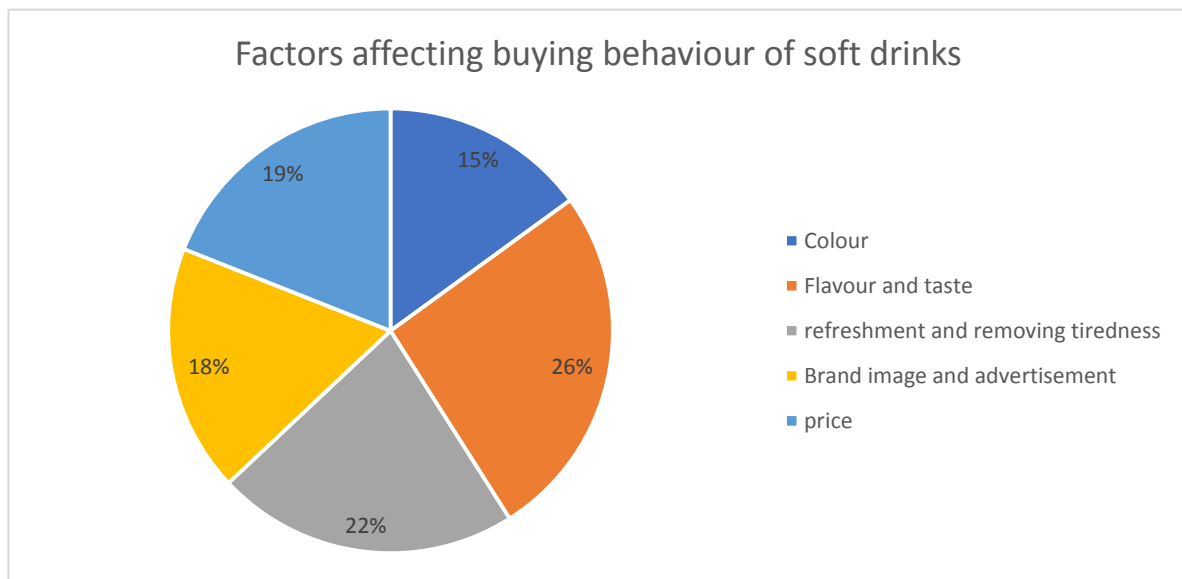
#### 4.12 Factors affecting buying behaviour of soft drinks

Consumer opinions regarding various factors that affect their buying behaviour was analysed and presented in a tabular form.

Each factor is assigned a value ranging from 1 to 5 and accordingly, % was calculated.

**Table 11- Factors affecting buying behaviour of soft drinks**

Rank \ Factors	Colour	Flavour and Taste	refreshment and removing tiredness	Brand image and advertisement	price
1	46	8	8	19	34
2	12	9	12	26	8
3	9	11	31	20	8
4	10	14	17	15	16
5	11	46	20	8	22
Total	88	88	88	88	88
Value	192	345	293	231	248
Percentage(%)	15%	26%	22%	18%	19%



**Fig 21: Factors affecting buying behaviour of soft drinks**

From the above figure, it can be seen that flavour and taste (26%) is the most important factors deciding the buying behaviour of soft drinks. Refreshment and removing tiredness constitutes around 22%, price around 19%, brand image and advertisement around 18%. Colour is the least important factor at around 15%.

#### 4.13 Situation influencing buying behaviour of consumers

Consumer opinions regarding various situation that affect their buying behaviour was analysed and presented in a tabular form.

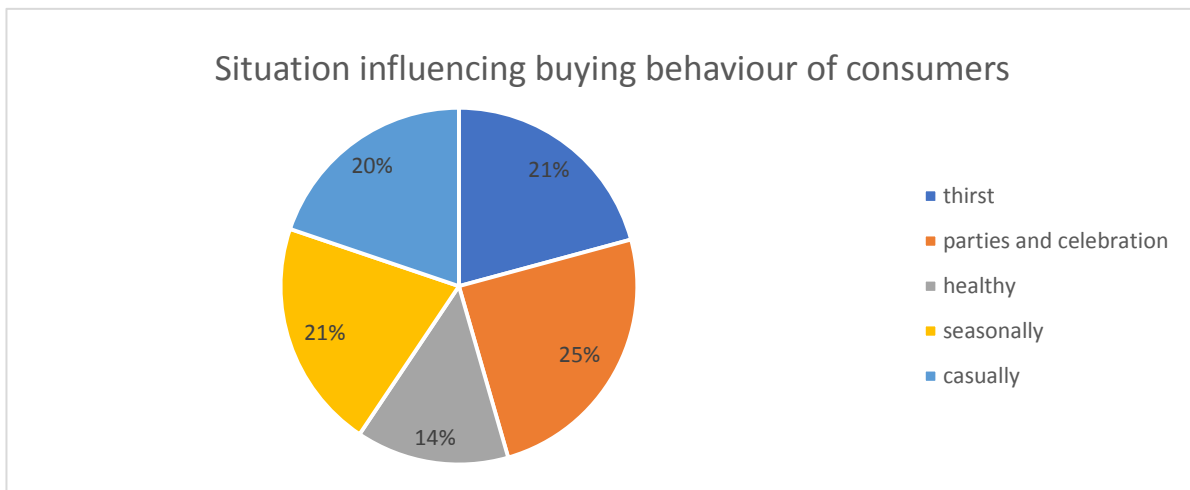
Each factor is assigned a value ranging from 1 to 5 and accordingly, % was calculated.

**Table 12- Situation influencing buying behaviour of consumers**

Situations \ frequency	Thirst	Parties and Celebrations	Healthy	Seasonally	Casually
Always	19	35	8	24	14
Mostly	25	32	6	24	33
Sometimes	24	11	23	13	14
Rarely	10	9	19	17	11

Never	10	1	32	10	16
Value	297	355	203	299	282
Percentage(%)	21%	25%	14%	21%	20%

From the above table we can see that parties and celebrations lead to most consumption of soft drink (25%) followed by thirst and seasonally at 21% each. People casually consume soft drinks 20% time and as a health drink at around 14%.



**Fig 22: Situation influencing buying behaviour of consumers**

# **CHAPTER 5**

## **SUMMARY**

## SUMMARY

Soft drinks are non-alcoholic beverages that are consumed all around the world. Today it is a billion-dollar industry where every company is trying new ways to make a profit. One such way is to analyse the market as well as Consumer's needs and preferences towards a particular brand or quality in a soft drink.

Consumer preferences refer to a consumer's decision to choose the choice with the highest expected value from a set of possibilities in order to meet his or her requirements or wishes. Preferences express a preference for one of the neutral or higher-valued options available. The consumer's preference is the result of their actions while searching for, acquiring, and discarding things.

Consumer preferences are defined as subjective (individual) preferences for a bunch of different products and are valued according to profit.

The study was conducted taking into account 100 people of the Jajpur district. It was taken up in view of analysing the consumer's preference for various carbonated and non-carbonated soft drinks, to identify the impact of various factors which govern the consumer's preference as well as to ascertain elements of buying behaviour of consumers.

### **Major findings of the study:**

1. Of all the 100 respondents 59% were males and 41% were females.
2. 88% of people consumed soft drinks whereas 12% did not consume any kind of soft drinks.
3. Majority of consumers (45%) belonged to the age group of 15years-30years.
4. With respect to literacy levels 40% were graduates.
5. Majority of the respondents were in the service sectors (37%).
6. Majority of respondents belonged to households having an income of <2LPA (39%).
7. Out of 88 people who consume soft drinks around 61.4% prefer carbonated and 38.6% prefer non-carbonated drinks.

8. With respect to the quantity of consumption most people prefer 200ml quantity (40.9%).
9. Most respondents prefer to buy soft drinks once a month (37.5%).
10. Retail shops are the most preferred point of purchasing soft drinks (93.2%).
11. Hoardings/banners are major sources to get information regarding various soft drinks brands.
12. Sprite is the most preferred carbonated brand among the respondents (16%). Maaza is the most preferred non-carbonated brand among the respondents (21%).
13. Out of all the factors, flavour and taste (26%) are the most important factors deciding the buying behaviour of soft drinks.
14. People consume the most soft drinks during parties and celebrations (25%).

# **CHAPTER 6**

# **CONCLUSION**

## CONCLUSION

From the above study, it can be concluded that the majority of the population prefers carbonated drinks over non-carbonated drinks. Out of carbonated drinks most consumers prefer to buy Sprite and ThumUp and among six non-carbonated drinks, Maaza Frooti and Slice are preferred more than the other non carbonated drinks. Out of five different factors identified that do affect the buying behaviours of consumers, two most important factors viz. taste and refreshment of soft drinks affect the most. Hence companies need to make sure that their products taste good and are refreshing to drink. Also, our country has a younger population and in the current digital age, most of them have access to the internet which can be used as a tool to market the products and create awareness among potential future consumers.

There is a huge scope for the soft drink industries in the future. Also, there is a growing need for healthy drinks in the market. As more and more people in the future are going to shift to a healthy lifestyle, companies need to cater their products accordingly.

# **CHAPTER 7**

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<http://www.indiastst.com>

# **CHAPTER 8**

## **ANNEXURE**

## Questionnaire

1. Name : \_\_\_\_\_ Date of Collection: \_\_\_\_\_

2. Location: \_\_\_\_\_

3. Age:  <15 years       15yrs-30 yrs  
 30yrs-45yrs       >45yrs

4. Gender :  Male       Female

5. Education:

12<sup>th</sup> (HSE) and below       Graduate       Post Graduate  
 Diploma / ITI       Certificate Course       Other(specify) \_\_\_\_\_

6. Annual household income (Rs.)

< 2 LPA       2-6 LPA       >6 LPA

7. Occupation : \_\_\_\_\_

Businessman       Service       Housewife  
 Student       Other (specify)

8. Do you consume soft drinks?  Yes       No

(If “Yes” proceed to next question) If “No” state the reason

9. Which Soft Drinks do you prefer mostly?

Carbonated drink       Non carbonated drink

10. Which of the following soft drink brand you aware of?

**a. Carbonated Drink**

- Coca Cola
- Pepsi
- Thums Up
- Sprite
- Appy

**b. Non carbonated drink**

- Maaza
- Slice
- Frooti
- Minute Maid
- Tropicana

Fanta

Real fruit juice

Mirinda

7UP

11. What is the quantity you would prefer to buy? ( for both carbonated and non carbonated drinks)

200 ml

300 ml

500 ml

1 litre

Other\_\_\_\_\_

12. How often do you purchase fruit drinks? ( for both carbonated and non carbonated drinks)

Daily

Twice in Week

Once in a Week

Once in fortnight

Once in a month

13. From where did you come to know about fruit drink brands? ( for both carbonated and non carbonated drinks)

Hoarding/banners

Newspaper/magazine

Tv/Radio

Family/relatives

Mouth publicity

Other \_\_\_\_\_

14. Preference for the point of purchase of fruit drink? ( for both carbonated and non carbonated drinks)

Retail/grocery shop

Supermarkets

Restaurant

Online

Other\_\_\_\_\_

15. Rank the following fruit drink brand you prefer?

(1- most preferred brand.....8- least preferred brand)

<b>Carbonated</b>	
Coca-Cola	
Pepsi	

Sprite	
Thums Up	
Appy	
Fanta	
Mirinda	
7UP	

<b>Non carbonated</b>	
Maaza	
Slice	
Frooti	
Minute Maid	
Tropicana	
Real fruit juice	

16. Rate factors for the preference of soft drink

(1- least imp.....5- most important)

Colour	
Flavour and taste	
refreshment and removing tiredness	
Brand image and advertisement	
price	

18. Situation influencing the buying of non carbonated drink?

<b>Situation</b>	<b>Always</b>	<b>Mostly</b>	<b>Sometimes</b>	<b>Rarely</b>	<b>Never</b>
I consume fruit drink when I feel thirsty					
I consume fruit drinks only in parties & celebrations					
I buy soft drinks because it is healthy					
I buy soft drinks based on season					
Casually (Whenever I crave)					

19. Situation influencing the buying of carbonated drink?

Situation	Always	Mostly	Sometimes	Rarely	Never
I consume carbonated drink when I feel thirsty					
I consume carbonated drinks only in parties & celebrations					
As a health drink I buy carbonated drink					
I buy soft drinks based on season					
Casually (Whenever I crave)					

20. Please mark the appropriate box with a “tick” to indicate your level of agreement with the following statements. (Level of Satisfaction)

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Buying fruit drink brands are a good decision					
I would recommend fruit drink brands to my friends					
I think fruit drink has a lot of beneficial characteristics					
When carbonated drink brands are on sale, I generally purchase them.					
I have a favourable opinion about fruit drink brands					

21. What merchandising objects do you see at the retailer’s shop for a soft drinks?

- Refrigerators       Flyers       Posters

22. What type of packaging do you prefer for soft drinks?

Canned,       Plastic Bottled     Tetra packs     Glass bottled

23. Any suggestions (if any)\_\_\_\_\_