

A STUDY ON BRAND PREFERENCE OF SOFT DRINKS WITH SPECIAL REFERENCE TO SALEM CITY

*A Project report submitted to the
Mahendra Arts & Science College [Autonomous] in partial fulfilment
of the requirements for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

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**PG & RESEARCH DEPARTMENT OF COMMERCE
MAHENDRA ARTS & SCIENCE COLLEGE [AUTONOMOUS]**

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CERTIFICATE

This is to certify that the project report entitled "**A STUDY ON BRAND PREFERENCE OF SOFT DRINKS WITH SPECIAL REFERENCE TO SALEM CITY**" Submitted for the partial fulfilment for the award of the **BACHELOR OF COMMERCE** by **T.ANANDH [Reg. No. 20BCM1004], S.ARJUN [Reg. No. 20BCM1006], T.K.ARUNBALA [Reg. No. 20BCM1007]** is a bonafide research work carried out by them under my guidance and supervision and it has not formed the basis for the award of any Degree, Diploma, Associateship, fellowship or any other similar titles in this or any other university or Institution of higher learning.

SIGNATURE OF THE GUIDE

SIGNATURE OF THE HOD

INTERNAL EXAMINER

EXTERNAL EXAMINER

DECLARATION

I hereby declare that the dissertation entitled "A STUDY ON BRAND PREFERENCE OF SOFT DRINKS WITH SPECIAL REFERENCE TO SALEM CITY" submitted to Periyar University, Salem in partial fulfilment of the requirements for the award of the degree of **BACHELOR OF COMMERCE** is a record of the original research work carried out by me under the guidance and supervision of **Mr. S.MOHANRAJ., M.Com., M.Phil., MBA., Assistant Professor, PG & Research Department of Commerce, Mahendra Arts & Science College, Kalippatti** and that it is not forming before the basis for the award of any Degree, Diploma, Associateship, Fellowship or any other similar titles in this or any other University or Institution of higher learning.

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INTRODUCTION

CHAPTER - I

CHAPTER – I

INTRODUCTION & DESIGN OF THE STUDY

INTRODUCTION:

A Soft drink (also called soda, pop, coke, soda pop, fizzy drink, tonic, seltzer, mineral, sparkling water, lolly water, or carbonated beverage) is a beverage that typically contains water (often, but not always carbonated water), usually a sweetener and usually a flavoring agent. The sweetener may be sugar, high-fructose corn syrup, fruit juice, sugar substitutes (in the case of diet drinks), or some combination. Soft drinks may also contain caffeine, colorings, preservatives, and other ingredients.

Soft drinks are called "soft" in contrast to "hard drinks" (alcoholic beverages). Small amounts of alcohol may be present in a soft drink, but the alcohol content must be less than 0.5% of the total volume if the drink is to be considered non-alcoholic. Fruit juice, tea, and other such non-alcoholic beverages are technically soft drinks by this definition but are not generally referred to as such. Soft drinks may be served chilled or at room temperature, and some, such as Dr. Pepper, can be served warm. The first marketed soft drinks in the Western world appeared in the 17th century. They were made of water and lemon juice sweetened with honey. In 1676, the Compagnie des Limonadiers of Paris was granted a monopoly for selling lemonade soft drinks. Vendors carried tanks of lemonade on their backs and dispensed cups of soft drinks to thirsty Parisians.

STATEMENT OF THE PROBLEM:

The study was conducted to know the brand preference and factors influencing young consumers of packaged soft drinks. Soft drink is an important product item in modern society. It is mainly concentrated on consumption among youth. It is found that great importance for the study. The study examines key attitudes of buying and brand perception with preferences that are considered important cues, which lead youth to select a particular brand of soft drink. In the modern world due to the development of science and technology, many new brands of soft drink products flood the market every year. When new brands enter the market, some consumers switch over to them. So the study was conducted to know the brand preference and consumption among the youth of soft drinks.

SCOPE OF THE STUDY:

The Study on consumer brand preference towards soft drinks was based on the data provided by the sample unit regarding the given details, In this study an attempt is made to find out the factors which influence consumer brand preference with special reference to soft drinks. This study analyses and reveals consumer brand preference. The study was conducted among consumers. The study is intended to assess the level of soft drink consumption. It helps us to understand the various factors influencing the consumers of packaged soft drinks. It also provides us with various information regarding the attitude towards soft drinks.

OBJECTIVES OF THE STUDY:

The study has been conducted to collect information about the consumer Brand preference towards Bovonto, Fanta, Frooti, and coca-cola Soft drink products, and different factors influencing the consumers in buying Soft drink products.



THE MAIN OBJECTIVES OF THE STUDY

- ✓ To Identify the brand preference of soft drinks among Consumers.
- ✓ To Know the factors influencing their purchase decision.
- ✓ To know customer satisfaction with Soft drinks.
- ✓ To know the type of customers.
- ✓ To know the demand in the market.
- ✓ To get suggestions from the respondents.
- ✓ To know a number of Bovonto, Fanta, Frooti, and Coco-Cola customers.

RESEARCH METHODOLOGY

COLLECTION OF DATA:

1. Primary data
2. Secondary data

PRIMARY DATA:

The primary data companies' information survey of "Study on customer satisfaction towards soft drinks". The data has been collected directly from respondents with the help of structured questionnaires in Google form.

SECONDARY DATA:

The secondary data was collected from the internet, and Reference from the library.

DATA ANALYSIS:

The data is analyzed on the basis of suitable tables by using mathematical techniques.

SAMPLING DESIGN:

Sample Unit: Customer of Bovonto, Fanta, Frooti, and Coca-Cola products.

Sample Size: 100 Respondents.

Sample Area: Salem

Sampling Technique: Convenient sampling technique.

STATISTICAL TOOLS

- ★ Simple Percentage Analysis

STATISTICAL TOOLS USED

The main statistical tools used for the analyses of data in this project are (1) Pie Charts, (2) Bar charts, (3) Line Charts, and (4) Donut charts and (5) Row charts.

SIMPLE PERCENTAGE ANALYSIS

It refers to a special kind of ratio, percentages are used in making comparisons between two or more series of data. Percentages are used to determine relationships between the series of data. Finding the relative differences becomes easier through percentages. It is expressed as,

$$\text{PERCENTAGE} = \frac{\text{NO. OF RESPONDENTS}}{\text{TOTAL NO. OF RESPONDENTS}}$$

NULL HYPOTHESIS (H_0)

There is no significant relationship between Gender and the Impact of absenteeism of the employees in the company.

ALTERNATIVE HYPOTHESIS (H_1)

There is a significant relationship between Gender and Impact of absenteeism of the employees in the company.

DATA ANALYSIS AND INTERPRETATION

The data so collected was analyzed by using statistical intervention and presented in the tabular form of pie charts.

DATA ANALYSIS

Analysis means a critical examination of the assembled and grouped data for studying the characteristics of the object under study and it refers to the methodical classification of the data given in Tables

INTERPRETATION

The term interpretation means explaining the meaning and significance of the arranged data. It is the study of the relationship between the various factors. It is being considered as a basic component of the research process because of the following reasons.

DESCRIPTIVE RESEARCH DESIGN

Descriptive research design is a scientific method which involves observing and describing the behaviour of a subject without influencing it in any way. The importance of descriptive research is:

- ✓ To describe characteristics of a population or a phenomenon.
- ✓ To determine the answers to who, what, when, where and how questions.
- ✓ To analyze the segment and target markets.

The sampling technique used: This research has used a convenience sampling technique.

Convenience sampling technique: Convenience sampling is used in exploratory research where the researcher is interested in getting an inexpensive approximation of the truth. As the name implies, the sample is selected because they are convenient.

CONTRIBUTION OF STUDY

To Advice and provide some details to Soft drinks companies to understand the customers and to know the Brand preference of soft drinks companies a customer and also to know customer satisfaction regarding the products provided by the company. So, as to improve the services in future.

LIMITATIONS OF THE STUDY

- ✓ Some respondents did not give back the questionnaires.
- ✓ Lack of experience.
- ✓ Few respondents made late in giving questionnaires.

REVIEW OF LITERATURE

CHAPTER - II

CHAPTER - II

REVIEW OF LITERATURE

REVIEW OF LITERATURE:

There are numerous studies on consumer preferences but there are only a few studies on consumer preference towards soft drinks in a study done by Dube (2004), For several of the largest supermarket product categories, such as carbonated soft drinks, canned soups, ready-to-eat cereals, and cookies, consumers regularly purchase assortments of products. Within the category, consumers often purchase multiple products and multiple units of each alternative selected on a given trip. This multiple discreteness violates the single-unit purchase assumption of multinomial logit and models. The misspecification of such demand models in categories exhibiting multiple discreteness would produce incorrect measures of consumer response to marketing mix variables. In studying product strategy, these models would lead to misleading managerial conclusions.

- ✓ **Simarjeet Singh (1978)** According to Simarjeet brand loyalty is the biased, behavioural response, expressed over time, by some decision-making unit, concerning one or more alternatives out of a set of such brands and a function of psychological process.
- ✓ **Ali Mohammed (1982)** well defined “Brand loyalty as the proportion of total purchase within a given product category devoted to the most frequently purchased brand (or set of the brand)”. This definition employs the proportion of purchase as the measure of brand loyalty. In the words, according to this definition of total purchase within a given product category the most frequently purchased brand (or set of brands) the greater the proportion of purchase brands, the greater the proportion of purchased brands or set of brands.
- ✓ **Tilak Verma (1990)** presented the explanation of Royl, Moor and Lownds F. Stephens, One study comparing middle-school children with high-school students found that both groups scored high on the ability to express brand preferences on soft drinks, but that the older group had significantly more brand preference.

1 Simarjeet Singh (1978) behavioural response, expressed over time, by some decision-making unit: The Role of Customer Expectation Distributions- vol 18,

2 Ali Mohammed (1982) Brand loyalty as the proportion of total purchase The Effects of Interactive Decision AidsMarketing science - vol 19 no 1

✓ **Bhatta (1998)**, was conducted research entitled “Sales Promotion and its Effect on Sales”, A case study of the soft drinks market. The major objectives of this study were the impact of sales promotion on sales of soft drinks.

✓ **Aryal (2002)** has conducted another study entitled “The study of market share of Coca-cola: in comparison with Other Brands”. This study mainly focuses to find out the market share of Coca-cola in comparison with the total other brand of soft drinks. This study is based on primary and secondary data.

✓ **Adhikari (2003)** in his thesis entitled “Impact of Sales Promotion Tools on Sales of Cold Drinks” was conducted in the field of sales promotion.

✓ **Shakshi Bhattacharyaattacharya (2003)** in his thesis, “A Brand Preference Study Between Limca and Pepsi in Mumbai City”, has the main objective to analyze the brand preference in beverages.

✓ **Jyoti k arun (2005)** studies the coca-cola indin's marketing plan for the summer peak sales season is vested with a rural thrust & rides on the back of its newly launched 200-ml bottle, priced between Rs. 5 to Rs 6 across the country. While the soft drinks sales showed flat growth last year, sales in that year are up by 80% for the company.

✓ **Gupta Parul (2007)** studied Coke & Pepsi's rural drive to push sales. soft drink giants Coca-Cola & Pepsi have signed on thousands of new retailers in a drive into rural India that has pushed up sales steeply. Coca-cola has made its beverages available in 40,000 additional villages in the last 3 years

✓ **Kanur and Kadekova (2010)** country of the origin of food and consumer preference in the segment of university students" Consumers prefer the attributes like freshness, flavour and also the price. Consumer prefers fruit juices because of their flavour and freshness.

✓ **Krishna and ShivaRaman (2012)** said that the relative contributions of taste and health considerations on consumer liking and purchase intent of cola drink. Eight types of commercial Cola drinks were evaluated by 305 adult consumers who also completed a brief questionnaire on food habits. Data were analysed using factor analysis. These data suggest that despite current concerns about reducing dietary fat, health remains secondary to taste in the selection of cola drinks for consumers in this population.

✓ **Banumathy and Hemameena (2015)** while studying consumer brand preference concerning soft drinks, found that after globalization most the consumers like international brands such as Pepsi and coco-cola, Consumers preferred a certain brand or a particular drink mainly because of its taste and refreshing ability.

✓ **SaiPranav (2018)** This article investigates factors of marketing communications and consumer characteristics that induce reminder impulse buying behaviour. Study 1 applies the antecedent, process and consequence approach to investigate the essential differences between reminder impulse buying and pure impulse buying. The results of Study I reveal that reminder impulse buying significantly differs from pure impulse buying in motivation, buying goal and decision evaluation. Study 2 further examines how sales promotion strategy might affect reminder impulse buying, with product appeal and consumer traits as moderating factors.

✓ **Manoj Patwardhan (2018)** aims at improving business performance through an understanding of customers' preferences and desires. In today's world of growing competition where numerous brands are selling the same products, consumers have an abundant number of choices and many diverse factors influence their buying behaviour. In such a scenario, this analysis can help in structuring and formulating different strategies for maximizing profit. This study attempted to find the factors affecting consumers' buying behaviour, with a focus on two commonly used products (soaps and chocolates). These factors are based on certain variables used in the survey.

✓ **Preeti and Anushka (2019)** Sugar-sweetened soft drinks are a special target of many obesity prevention strategies, yet critical reviews tend to be more cautious regarding the etiological role of Sugar-sweetened soft drinks in promoting excess body weight. Progress in reaching a definitive conclusion on the role of Sugar-sweetened soft drinks in obesity is hampered by the paucity of good-quality interventions which reliably monitor diet and lifestyle and adequately report effect sizes. We use an alternative microeconomic model of demand for categories that exhibit multiple discreteness problems. Recognizing the separation between the time of purchase and the time of consumption, we model consumers purchasing bundles of goods in anticipation of a stream of consumption occasions before the next trip and Apply the model to a panel of household purchases for carbonated soft drinks.

✓ **Narayan and Aditya (2019)** say that the purpose of this paper is the study of factors responsible for brand preference in FMCG products, increasing competition, more due to globalization, is motivating many companies to base their strategies almost entirely on building brands. Brand preference means comparing the different brands and opting for the most preferred brand. This brand preference is influenced by various factors. In the identification of factors affecting brand preference, it was concluded that brand persona is the most effective factor that affects brand preference. This brand person deals with the personality aspects or the external attributes of the brand, thus it can be said that consumers prefer any brand by looking at the external attributes of a brand.

✓ **Nandagopal and Chinnaiyan (2020)** conducted a study on brand preference of soft drinks in rural Tamil Nadu, using Garret's ranking technique, to rank factors influencing the soft drinks preferred by rural consumers. They found that product quality was ranked first, followed by retail price. Good quality and availability were the main factors, which influenced the rural consumers of a particular brand of a product.

✓ **Shanmugasundaram (2021)** studied soft drink preference in Vellore town of north Arcot district in Tamil Nadu. The study revealed that the most preferred soft drink among respondents was Gold Spot (26%), followed by Limea (24.80%). It was found to be the main factor for preference of a particular brand and among the media; television played a vital role in influencing the consumers to go for a particular brand. Because of convenience in carrying, tetra pack was the most preferred studied factor influencing consumer preferences for milk. They were milk quality and convenient availability. and supply in quantity desired, flavour, colour, freshness and mode of payment showed higher levels of consumer satisfaction. But packaging and labelling are not as important for winning over consumers, according to findings published in the journal Food Quality and Preference.

✓ **Mita Sujan (2022)** aimed to investigate the degree of brand awareness of various soft drink products about the background and education of the household, the consumption pattern of various soft drink products consumed by respondents in the light of their areas, income levels and education, a sample of 200 respondents comprising 100 from rural area and 100 from the urban area were taken. Data are analyzed with the help of the mean. The finding of this study reveals that there is a low degree of brand awareness in rural areas, whereas there is a moderate degree of brand awareness in urban areas. The highly educated rural and urban respondents have a high degree of brand awareness for soft drink products, and the less educated rural and urban respondents have a low degree of brand awareness for soft drink products.

✓ **Bharatvarsha (2022)** said these four factors were identified for the formulation: four colour intensities), three flavourings, two label types (soft versus hard), and two pack sizes (standard versus oversize). By using both quantitative (hedonic testing) and qualitative (focus groups) approaches, the researchers found that the main factors which drive consumer preference for this concept are colour intensity and flavouring". Indeed, colour intensity accounted for 43% and flavour 32% of the consumers' overall liking. "Pack size and label type are taken into account by the consumer to a lesser extent.

✓ **Hardeep and Ganesh (2023)** examined the relative contributions of taste and health considerations on consumer liking and purchase intent of cola drinks. Eight types of commercial cola drinks were evaluated by 305 adult consumers who also completed a brief questionnaire on soft drink consumption habits. Data were analyzed using factor analysis. Results revealed that the purchase intent of cola drinks was strongly related to the degree of liking and several key sensory attributes including saltiness, drinks flavour and greasiness. These variables emerged as the first factor in the analysis, suggesting that consumers perceive these characteristics as being most important in their choice of cola drinks.

RATIONALE OF STUDY

The beverage market in India is worth 2074.67 Million INR. Though the major portion of the market is still dominated by carbonated soft drinks there is a major shift towards the Non-carbonated segment. There was a growth of 31.52% in the Juice segment from 2007 to 2011. As a result of this phenomenal growth, a lot of competition has entered the market. Several new brands have flooded the market. The competition from Indian beverages such as Sugarcane Juice, Buttermilk, and Fresh Juices etc has also captured a sizeable share of the market. Due to these changes in the beverage market, there is a need to identify and evaluate the reasons for the shift in the consumer purchasing pattern. The present study is an attempt to find out the various factors influencing the consumer preference for the purchase of carbonated drinks and non-carbonated drinks in the age group of 17-30 in the city of Indore. Also, due to the increase in competition, there is a need to understand the awareness levels towards various brands among consumers. The study will help companies in identifying the awareness levels of their respective brands in the various soft drink category.

Objectives

- ✓ To identify the factors that affect consumer preference towards carbonated and non-carbonated drinks.
- ✓ To assess the combined effect of factors on consumer preference towards carbonated drinks concerning gender-wise.
- ✓ To assess the combined effect of factors on consumer preference toward non-carbonated drinks concerning gender-wise.

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The blending of syrups and mixing with plain or carbonated water, container washing, and container filling are all done almost entirely by automatic machinery. Returnable bottles are washed in hot alkali solutions for a minimum of five minutes and then rinsed thoroughly. Single-service or “one-trip” containers are generally air-rinsed or rinsed with potable water before filling. Automatic fillers can service hundreds of containers per minute.

Pasteurizing noncarbonated beverages:

Noncarbonated beverages require ingredients and techniques similar to those for carbonated beverages. However, since they lack the protection against spoilage afforded by carbonation, these are usually pasteurized, either in bulk, by continuous flash pasteurization before filling, or in the bottle.

Powdered soft drinks:

These are made by blending the flavouring material with dry acids, gums, artificial colours, etc. If the sweetener has been included, the consumer needs only add the proper amount of plain or carbonated water.

Iced soft drinks:

The first iced soft drink consisted of a cup of ice covered with a flavoured syrup. Sophisticated dispensing machines now blend measured quantities of syrup with carbonated or plain water to make the finished beverage. To obtain the soft ice or slush, the machine reduces the beverage temperature to between -5 and -2 °C (22 and 28 °F).

Packaging and vending:

Soft drinks are packaged in glass or plastic bottles, tin-free steel, aluminium, or plastic cans, treated cardboard cartons, foil pouches, or in large stainless steel containers. Vending of soft drinks had its modest beginning with the use of ice coolers in the early 20th century. Nowadays, most drinks are cooled by electric refrigeration for consumption on the premises. Vending machines dispense soft drinks in cups, cans, or bottles, and restaurants, bars, and hotels use dispensing guns to handle large volumes. There are two methods of vending soft drinks in cups. The tanks of the beverage are attached to the vending machine where the beverage is cooled and dispensed. In the “post-mix” system the vending machine has its own water and carbon dioxide supply. The water is carbonated as required and is mixed with flavoured syrup as it is dispensed into the cup.

SOFT DRINKS TIMELINE:

1676 - First European commercially sold examples of “soft drinks” were introduced during the 17th century. They represented only water that was sweetened with lemon juice and honey. The first company that was invested in this market was “Compagnie des Limonadiers” from Paris. It received a monopoly for sales of lemon-sweetened drinks in 1676.

1767 - Englishman Joseph Priestley was the first who discovered the procedure of carbonating water by infusing it with carbon dioxide.

1771 – Swedish chemistry professor Torbern Bergman managed to independently create a similar process of carbonization of water.

1783 - J. J. Schweppe developed a process of creating high-grade carbonated mineral water. He founded the Schweppes Company in Geneva.

In the late 1700s - Englishman John Mervin Nooth improved the process so that is more ready to be used by larger manufacturers.

1798 - The term "soda water" was first coined.

1810 - First U.S. patent issued for the manufacture of imitation mineral waters.

1819 - The "soda fountain" patented by Samuel Fahnestock.

1835 - The first bottled soda water in the U.S.

1851 - Ginger ale was created in Ireland.

1861 - The term "pop" was first coined.

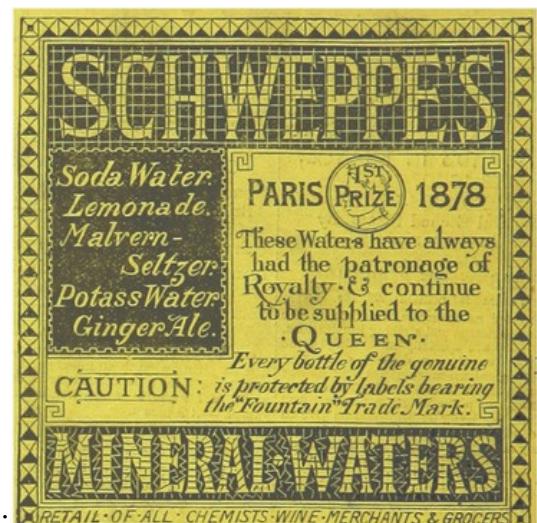
1874 - The first ice cream soda sold.

1876 - Root beer mass-produced for public sale.

1881 - The first cola-flavoured beverage was introduced.

1885 - Charles Aderton invented "Dr Pepper" in Waco, Texas.

1886 - Dr John S. Pemberton invented "Coca-Cola" in Atlanta, Georgia.



1892 - William Painter invented the crown bottle cap.

1898 - "Pepsi-Cola" is invented by Caleb Bradham.

1899 - The first patent issued for a glass-blowing machine, used to produce glass bottles.

1913 - Gas motored trucks replaced horse-drawn carriages as delivery vehicles.

1919 - The American Bottlers of Carbonated Beverages formed.

1920 - The U.S. Census reported that more than 5,000 bottlers now exist.

1929 - The Howdy Company debuted its new drink "Bib-Label Lithiated Lemon-Lime Sodas".

1957 - The first aluminium cans were used.

1959 - The first diet cola was sold.

1962 - The pull-ring tab was first marketed by the Pittsburgh Brewing Company of Pittsburgh.

1963 - The Schlitz Brewing Company introduced the "Pop Top" beer Can.

1965 - Soft drinks in cans dispensed from vending machines.

1965 - The resealable top was invented.

1966 - The American Bottlers of Carbonated Beverages was renamed The National Soft Drink Association.

1970 - Plastic bottles are used for soft drinks.

1973 - The PET (Polyethylene Terephthalate) bottle was created.

1974 -The stay-on tab was invented. Introduced by the Falls City Brewing Company of Louisville, KY.

1979 - Mello Yello soft drink is introduced by the Coca-Cola company as a competition against Mountain Dew.

1981 - The "talking" vending machine was invented.

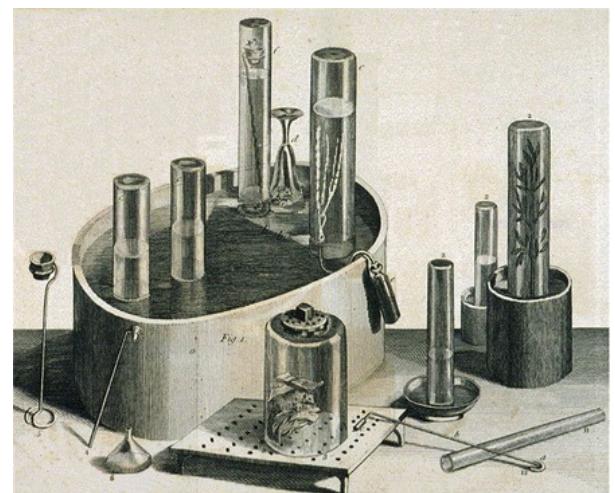
1981 - The "talking" vending machine was invented.

1982 – Caffeinated drinks are introduced.

1987 - Austrian entrepreneur Dietrich Mateschitz created a formula for the Red Bull energy drink.

1993 – Organic and juice soda drinks were introduced.

2001 – Energy drinks were popularized.



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PROFILE OF THE COMPANY

CHAPTER - III

CHAPTER – III

PROFILE OF THE COMPANY

COMPANY PROFILE:

KALIMARK BOVONTO:

Manufacturer - The Kalimark Company(Soft drinks) Country of origin - INDIA

Introduced -1968; 55 years ago



It is manufactured and marketed by Kali Mark (Kalis Sparkling Water (P) Ltd.), which has offices and bottling plants at several locations in Tamil Nadu. At present, it has put up a distribution point in Chennai. The drink is mildly carbonated and has a tangy grape-cola taste. Kalimark is a regional-level player and is one of the very few indigenous soft-drink manufacturers in India that survived the onslaught of takeovers by multinational giants Pepsi and Coca-Cola, during the mid-1990s. Other than Bovonto, the company also used to produce soft drinks like Trio, Solo, and Frutang. The company still maintains a low profile in marketing and advertising. It has a minimal online presence. The product Bovonto came into existence in 1958, in Virudhunagar under Mr. P.V.S.K. Palaniappa Nadar. The company is being run by the fourth generation of the family. During the 1990s, almost all of the local soft drinks were either bought or driven out of business by aggressive pricing and marketing by foreign competitors. But Kalimark made a strong ground in Tamil Nadu with almost all small players out of the game. Recently Kalimark group has reinvented itself with modern technology for production.

Over the years, Bovonto has contested against Indian players such as Parle, and other MNCs for market share. When Pepsi and Coke entered the market, they sold 500 ml bottles at Rs 5, while Bovonto sold for Rs 8. Kalimark maintained its price. Kalimark is now a Rs 100 crore brand. Bovonto does not do aggressive marketing, they mostly rely on word of mouth. Recently to increase their brand penetration they started sponsoring TV shows. The parent company of Bovonto has manufacturing units at eight places in Tamil Nadu. The company lacks economy of scale, but its strengths of the company include a great product, a popular brand and strong distribution

PRODUCT RANGE:

- ★ Kalimark Bovonto
- ★ Kalimark Panneer
- ★ Kalimark Kali Kola
- ★ Kalimark Bovonto.
- ★ Kalimark Panneer.
- ★ Kalimark Soda.
- ★ Kalimark Club Soda.
- ★ Kalimark Clear Lemon.



1916

Under the vision of P V S K Palaniappa Nadar, Kalimark started its lustrous and historic journey in the soft beverage industry. Brand Kalimark, one step at a time went on to be the soft drinks giant as we know it today.

1958

The champion product of the brand Kalimark 'Bovonto' was launched with a big bang into the market and helped Kalimark gain a strong foothold and by large an individualistic identity.

1968

Kalimark TRIO, fresh and full of flavour, this orange delight soon went on to be a crowd-puller. The non-alcoholic soft beverage was the right mix between flavour and fizz, thus the overwhelming response and the overwhelming happiness.

1969

Kalikola was launched this year to add a taste palette to the pre-existing portfolio that Kalimark held with pride. Though Toronto was never intended to be a cola, people referred to it as the same, thus a true Kola was in demand, which Kalimark Kalikola met with stupendous success.

1972

The right mix, words so apt that they would fit none better. Kalimark Solo is that thin line between fruit and fizz. Fresh lemon juice and crisp soda, make this beauty, one to die for on a hot sunny day.

PRODUCT PROFILE:

VARIETY:

RGB: 200ML, 300ML,

PET: 500ML, 600ML, 1250ML, 1500ML, 2000ML, 2250ML

FOUNTAIN GLASS: VARIOUS SIZES



COMPANY PROFILE:

FANTA:

Manufacturer - The Coca-Cola Company

Country of origin - Germany (beverage)

Introduced -1940; 83 years ago



"Fanta is an American-owned German brand of fruit-flavoured carbonated soft drinks created by Coca-Cola Deutschland under the leadership of German businessman Max Keith. There are more than 200 flavours worldwide. Fanta originated in Germany as a Coca-Cola alternative in 1940 due to the American trade embargo of Nazi Germany, which affected the availability of Coca-Cola ingredients. Fanta soon dominated the German market with three million cases sold in 1943. The current formulation of Fanta was developed in Italy in 1955. 'Fanta' is a soft drink with the vibrant taste of real fruit flavours. 'Fanta' became only the second drink - after 'Coca-Cola' itself - to be marketed by The Coca Cola Company, but was soon available in many different countries. Originally only orange-flavoured, 'Fanta' is now produced in 70 different varieties worldwide, with flavours often derived from the native fruits of the region where it is being sold. Coca-Cola has recently launched the Fanta Apple Flavor.

HISTORY OF FANTA:

During the Second World War, the US established a trade embargo against Nazi Germany, making the export of Coca-Cola syrup difficult. To circumvent this, Max Keith, the head of Coca-Cola Deutschland (Coca-Cola GmbH), decided to create a new product for the German market, using only ingredients available in Germany at the time, including sugar beet, whey (a cheese byproduct), and apple pomace—the "leftovers of leftovers", as Keith later recalled. The name was the result of a brainstorming session, which started with Keith's exhorting his team to "use their imagination", to which one of his salesmen, Joe Knipp, retorted "Fanta!". The German plant was cut off from Coca-Cola headquarters following America's entry into the war following the Japanese attack on Pearl Harbor in 1941. After the war, the Coca-Cola Company regained control of the plant, formula, and trademarks of the new Fanta product—as well as the plant profits made during the war. In 1943 alone, 3 million cases of Fanta were sold in Germany. Many bottles were not consumed as a beverage but used as a cooking ingredient to add sweetness and flavour to soups and stews, as sugar was severely rationed.

MARKETING:

75th-anniversary version

In February 2015, a 75th-anniversary version of Fanta was released in Germany. Packaged in glass bottles evoking the original design and with an authentic original wartime flavour including 30% whey and pomace, it is described on the packaging as "less sweet" and a German original. An associated television ad referenced the history of the drink and said the Coca-Cola company wanted to bring back "the feeling of the Good Old Times" which was interpreted by many to mean Nazi rule. The ad was subsequently replaced



International availability:

There are more than 200 flavours worldwide; the recipes can differ per country. The Orange flavour recipe outside the US contains orange juice and the American version has none. In Mexico, Fanta is made with sugar whereas the US version uses high fructose corn syrup. In the UK, the sugar content was reduced in 2017 to 4.6% per 100ml in the standard version (non-sugar free) to ensure that the product was below the 5g that will incur the soft drinks levy (sugary drink tax). This was a third lower than the recipe used before 2016, as some of the sugar was replaced by sweeteners. In Albania, Bosnia and Herzegovina, Croatia, Poland, Serbia, Romania, Sweden, and some other European countries, there is Fanta Shokata (a wordplay on "soc" which means both "elderberry" and "shock" in Romanian) based on an elderflower blossom extract drink. In Russia, however, "Shokata" is the rebranding of Fanta Citrus, which is more like a common lemonade. This version of the drink is clear, like ordinary lemonade, while the bottle is blue-coloured. In early February 2023, The Coca-Cola Company announced that Lilt - a Pineapple and Grapefruit soft drink sold in countries such as the UK and the Republic of Ireland would be rebranded simply as Fanta Pineapple and Grapefruit flavour with rebranding taking effect from 14 February 2023 onwards.

During the war, the Dutch Coca-Cola plant in Amsterdam (N.V. Nederlandse Coca-Cola Maatschappij) suffered the same difficulties as the German Coca-Cola plant. Keith put the Fanta brand at the disposal of the Dutch Coca-Cola plant, of which he had been appointed the official caretaker. Dutch Fanta had a different recipe from German Fanta, with elderberries being one of the main ingredients. Fanta production was discontinued when the German and Dutch Coca-Cola branches were reunited with their parent company after 1945. Following the launch of several drinks by Pepsi-Cola in the 1950s, Coca-Cola relaunched Fanta in 1955. The drink was heavily marketed in Europe, Asia, Africa, and South America, although it did not become widely available in the United States until the 1960s because the company feared it would undermine the strong market position of its flagship cola. The modern-day orange Fanta was first produced in Naples, Italy in 1955 by a local bottling plant using locally sourced oranges.

PRODUCT RANGE

- ✓ Fanta Orange flavoured Soft Drink
- ✓ Fanta Pineapple Soda
- ✓ Fanta Soda Strawberry
- ✓ Fanta Peach Soda
- ✓ Fanta Pina Colada
- ✓ Fanta Berry Soda
- ✓ Fanta Mystery Flavour
- ✓ Fanta Zero Sugar
- ✓ Fanta Grape Fruit Soda
- ✓ Fanta Apple Delite Natural Juice
- ✓ Fanta Can
- ✓ Fanta Apple Soda
- ✓ Fanta Shokata Elderberry
- ✓ Fanta Lemon Soft Drink
- ✓ Fanta Laici Lychee
- ✓ Fanta Fruit Twist
- ✓ Frozen Fanta Wild Cherry FCB Soda Syrup
- ✓ Fanta Jasmine Peach
- ✓ Fanta Shokata
- ✓ Fanta Retro Sunset
- ✓ Fanta Grape Yogurt



PRODUCT PROFILE:

VARIETY:

RGB: 200ML, 300ML,

PET: 500ML, 600ML, 1250ML, 1500ML, 2000ML, 2250ML

FOUNTAIN GLASS: VARIOUS SIZES



COMPANY PROFILE:

Type - Soft drink

Manufacturer - Parle Agro India Pvt. Ltd.

Country of origin - India

Introduced - 1985



Frooti is a mango-flavoured drink sold in India. It is made with natural flavours and mango concentrate. It is the flagship product and most successful drink product made by Parle Agro. Frooti was launched in 1985 in Tetra Pak packaging and is now also sold in PET bottles and rectangular-shaped packs. Frooti is exported to the United States, Canada, the United Kingdom, the United Arab Emirates, Saudi Arabia, Malaysia, Maldives, Singapore, Thailand, New Zealand, Australia, Mozambique, Ghana, Malawi, Zambia, Nigeria, Tanzania, Japan, and Ireland.

HISTORY OF FROOTI:

Frooti was launched in a green rectangular Tetra Pak as a ready-to-serve mango drink. Frooti was not the first mango drink, but quickly won a large market share, with 25.6% of the market share as of June 2020. 'Parle Products Pvt Ltd based in Mumbai, India has been India's largest manufacturer of biscuits and confectionery, for almost 80 years. Makers of the world's largest-selling biscuit, Parle-G, and a host of other very popular brands. Its reach spans even the remotest villages of India. Many of the Parle products - biscuits or confectioneries, are market leaders in their category and have won acclaim at the Monde Selection, since 1971. With a 40% share of the total biscuit market and a 15% share of the total confectionery market in India, Parle has grown to become a multi-million dollar company. Parle Agro is a food and beverage company based in Mumbai, India. Parle Agro - is a trusted name in the beverage industry for agro-based drinks. Parle Agro is a leading Indian Beverage Company, the only Indian transnational giant with the experience of having successfully launched leading soft drink brands like 'Frooti, Appy Classic, Appy- Fizz, Bailley Packaged Drinking Water & Confectionery brands like Mintrox and Buttercup'. Parle Agro's strength is our people who have worked towards making our presence felt throughout the country and all over the world through a strong Mumbai see network and well-developed strong infrastructure. Parle Agro has its factories located in



Silvassa, Patalganga, Bhopal, Chennai, Ghaziabad and Hyderabad. At Parle Agro, success is a habit; where greater heights are achieved through consumer insight, sound business practices, marketing and sales innovation, with a focus on the consumer. 'Thinking consumer, Tasting success, Always' - that is what Parle Agro is all about. In the 1950s the undivided Chauhan family manufactured beverages, water, confectionery, biscuits, etc. under its registered brand name Parle. Over the years, the group split into three different companies – Parle Agro, Parle Bisleri and Parle Products. Currently, all three are separate companies with separate ownership and management. They also have different products manufactured under them. All three companies continue to use the family trademark name – 'Parle' under which the current companies are named. Parle Agro commenced operations in 1984. Starting with only beverages and diversifying to include bottled water in 1993 and confectionery in 2007. Frooti was the first product that was rolled out of Parle Agro in 1985. It went on to become India's favourite mango drink. It still has a leading market share.

After ruling the market for over a decade, with a nearly 61 per cent share, Frooti saw sales diminishing as other fruit juices joined the fray Maaza, Slice and Real. The generation that had grown up drinking Frooti still had fond memories of it but associated the drink with 'childhood', not youth and fun. In 2001, to cater to this generation, the company introduced a pull tab feature that eliminated the need for a straw. It also set in motion one of the most innovative and well-conceived teaser campaigns in India to revive interest in their product and create a new 'youthful' consumer the 'Digen Verma' campaign. For about 15 days, questions about the doings and tastes of Digen Verma popped up everywhere youngsters gathered; it generated a lot of curiosity and when finally the product was revealed to be Frooti, sales jumped by about 30 per cent.

PRODUCT RANGE

- “FROOTI” – Mango Drink
 - “APPY” – Apple Drink
 - “APPY FIZZ” – Carbonated Apple Drink
 - “FRIO” – Flavored Drink
 - “BAILEY” – Packaged Drinking Water



PRODUCT PROFILE:

VARIETY:

**RGB: 200ML, 300ML,
PET: 500ML, 600ML, 1250ML, 1500ML, 2000ML, 2250ML
FOUNDATION GLASS - 250ML**



COMPANY PROFILE:

The Coca-Cola Company :

Manufacturer - The Coca-Cola Company

Country of origin - Atlanta, Georgia, US, (Beverage)

Introduced - 1886; 136 years ago



The Coca-Cola Company is an American multinational beverage corporation and manufacturer, retailer and marketer of non-alcoholic beverage concentrates and syrups. The company is best known for its flagship product Coca-Cola, invented in 1886 by pharmacist John Stith Pemberton in Columbus, Georgia. The Coca-Cola formula and brand was bought in 1889 by Asa Candler who incorporated The Coca-Cola Company in 1892. Besides its namesake Coca-Cola beverage, Coca-Cola currently offers more than 500 brands in over 200 countries or territories and serves over 1.7 billion Servings each day. The company operates a franchised distribution system dating from 1889 where The Coca-Cola Company only produces syrup concentrate which is then sold to various bottlers throughout the world who hold an exclusive territory. The Coca-Cola Company owns its anchor bottler in North America, Coca-Cola Refreshments. The Coca-Cola Company is headquartered in Atlanta, Georgia, United States. Its stock is listed on the NYSE and is part of DJIA, and the S&P 500 Index, The drink has inspired imitators and created a whole classification of soft drink cola the bottlers, who hold exclusive territory contracts with the company, produce the finished product in cans and bottles from the concentrate, in combination with filtered water and sweeteners. A typical 12-US-fluid-ounce (350 ml) can contain 38 grams (1.3 oz) of sugar (usually in the form of high-fructose corn syrup in North America). The bottlers then sell, distribute, and merchandise Coca-Cola to retail stores, restaurants, and vending machines throughout the world. The Coca-Cola Company also sells concentrate for soda fountains of major restaurants and food service distributors.

OPERATION AND MARKETING:

Coca-Cola's advertising has significantly affected American culture, and it is frequently credited with inventing the modern image of Santa Claus as an old man in a red-and-white suit. Although the company did start using the red-and-white Santa image in the 1930s, with its winter advertising campaigns illustrated by Haddon Sundblom, the motif was already common. Coca-Cola was not even the first soft drink company to use the modern image of Santa Claus in its advertising: White Rock Beverages used Santa in advertisements for its ginger ale in 1923, after first using him to sell mineral water in 1915. Before Santa Claus, Coca-Cola relied on images of smartly dressed young women to sell its beverages

History of Coke

The Early Days

Coca-Cola was created in 1886 by John Pemberton, a pharmacist in Atlanta, Georgia, who sold syrup mixed with fountain water as a potion for mental and physical disorders. The formula changed hands three more times before Asa D. Candler added carbonation and by 2003, Coca-Cola was the world's largest manufacturer, marketer, and distributor of non-alcoholic beverage concentrates and syrups, with more than 400 widely recognized beverage brands in its portfolio. With the bubbles making the difference, Coca-Cola was registered as a trademark in 1887 and by 1895, was being sold in every state and territory in the United States. In 1899, it franchised its bottling operations in the U.S., growing quickly to reach 370 franchisees by 1910. Headquartered in Atlanta with divisions and local operations in over 200 countries worldwide, Coca-Cola generated more than 70% of its income outside the United States by 2003.

International expansion

Coke's first international bottling plants opened in 1906 in Canada, Cuba, and Panama. By the end of the 1920s, Coca-Cola was bottled in twenty-seven Countries throughout the world and available in fifty-one more. Despite this reach, volume was low, quality inconsistent, and effective advertising a Challenge with language, culture, and government regulation all serving as barriers. Former CEO Robert Woodruff's insistence that Coca-Cola wouldn't "Suffer the stigma of being an intrusive American product," and instead would use local bottles, caps, machinery, trucks, and personnel contributed to Coke's challenges as well with a lack of standard processes and training degrading quality. Coca-Cola continued working for over 80 years on Woodruff's goal: to make Coke available wherever and whenever consumers wanted it, "in arm's reach of desire." The Second World War proved to be the stimulus Coca-Cola needed to build effective capabilities around the world and achieve a dominant global market share. Woodruff's patriotic commitment "that every man in uniform gets a bottle of Coca-Cola for five cents, wherever he is and at whatever cost to our company" was more than just great public relations. As a result of Coke's status as a military supplier, Coca-Cola was exempt from sugar rationing and also received government subsidies to build bottling plants around the world to serve WWII troops.

COKE IN INDIA

Coca-Cola was the leading soft drink brand in India until 1977 when it left rather than reveal its formula to the government and reduce its equity stake as required under the Foreign Exchange Regulation Act (FERA) which governed the operations of foreign companies in India. After a 16-year absence, Coca-Cola returned to India in 1993, cementing its presence with a deal that gave Coca-Cola ownership of the nation's top soft-drink brands and bottling network. Coke's acquisition of local popular Indian brands including Thums Up (the most trusted brand in India), Limca, Maaza, Citra and Gold Spot provided not only physical manufacturing, bottling, and distribution assets but also strong consumer preference. This combination of local and global brands enabled Coca-Cola to exploit the benefits of global branding and global trends in tastes while also tapping into traditional domestic markets. Leading Indian brands joined the Company's international family of brands, including Coca-Cola, diet Coke, Sprite and Fanta, plus the Schweppes product range. In 2000, the company launched the Kinley water brand and in 2001, Shock energy drink and the powdered concentrate Sunfill hit the market. From 1993 to 2003, Coca-Cola invested more than US\$1 billion in India, making it one of the country's top international investors



Coca-Cola Products

- ✓ Diet Coke.
- ✓ Thums Up.
- ✓ Sprite.
- ✓ Fanta.
- ✓ Limca.
- ✓ Maaza.
- ✓ Milky Maaza
- ✓ Kinley.
- ✓ Kinley Soda.
- ✓ Schweppes.
- ✓ Georgia Gold.



Coca-Cola Timeline:

- ◆ 1886- John S. Pemberton creates the flavoured syrup that become Coca-Cola.
- ◆ 1888-Before Pemberton's passing, he divests parts of his business, with Asa G. Cander gaining the largest holdings. The businessman began to turn Coca-Cola into a larger-scale business. He drove distribution past the borders of Atlanta, with a focus on a more national strategy.
- ◆ 1894-Bottling machines are added to a soda source in Mississippi by Joseph Biedenharn.
- ◆ 1899- Bottling is expanding on a grander scale, businessmen in Tennessee gain rights to the bottling and sale of the soda.
- ◆ 1916-The year that the unique classic glass bottle, with its contoured shape, came into the picture.
- ◆ 1971- Coca-Cola airs one of the most iconic ads in the history of advertising, their "I'd like to buy the world a Coke" commercial.
- ◆ Today- Coca-Cola does billions in revenues, and is a dividend staple for many portfolios. The company has faced some adversity in more recent times, as they've had to broaden their portfolio to stem declining revenues.

PRODUCT PROFILE:

VARIETY:

RGB: 200ML, 300ML,

PET: 500ML, 600ML, 1250ML, 1500ML, 2000ML,

2250ML FOUNTAIN GLASS: VARIOUS SIZES



**ANALYSIS AND
INTERPRETATION OF DATA
CHAPTER - IV**

CHAPTER - IV

ANALYSIS AND INTERPRETATION OF DATA

This chapter deals with the analysis and interpretation of the data collected with the help of an interview scheme. The Study on Consumers' Brand Preference on soft drinks in Salem Town. The data was analysed and presented in the form of a table with the necessary interpretation. Various methods are used for this analysis. Several critical variables are selected for conducting an in-depth analysis to evaluate the quality of customer brand preference. The results of the analysis are presented in the following sections.

Consumer brand preference is important for businesses operating in any industry, and the soft drinks industry is no exception. Analysis and interpretation of data related to consumer brand preference for soft drinks in Salem city can provide valuable insights for soft drink companies operating in the region. Understanding consumer preferences and factors that influence their choices can help these companies make informed decisions regarding product development, marketing strategies, and distribution channels. In this context, analysis refers to the process of examining data to identify patterns, trends, and relationships, while interpretation involves making sense of the findings and drawing meaningful conclusions. Through analysis and interpretation of data on soft drink consumer preferences in Salem city, businesses can gain a competitive edge by developing products that cater to the needs of their target audience, enhancing customer satisfaction, and improving brand loyalty.

TABLE NO- 4.1

TABLE SHOWING RESPONDENTS OF ACCORDING TO THEIR GENDER

S. NO.	GENDER	FREQUENCY	PERCENTAGE
1	MALE	52	52%
2	FEMALE	48	48%
	TOTAL	100	100%

Source : Primary data

INTERPRETATION

From the survey, it was found that amongst 100 respondents 52% are male and 48% are female.

CHART NO - 4.1

**CHART SHOWING RESPONDENTS OF ACCORDING
TO THEIR GENDER**



TABLE NO - 4.2
TABLE SHOWING RESPONDENTS OF ACCORDING TO THEIR AGE

S. NO.	RESPONSE	FREQUENCY	PERCENTAGE
1.	15 - 20 YEARS	40	40%
2.	21 - 25 YEARS	20	20%
3.	26 - 30 YEARS	20	20%
4.	31 - 30 YEARS	12	12%
5.	40 AND ABOVE	8	8%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION:

The majority of the respondents (40%) are belonging to 21- 25 years, (20%) are 15-20 years, (20%) are 26-30years, 40 years and above and 31-30 years are (8%)

CHART NO - 4.2

CHART SHOWING RESPONDENTS OF ACCORDING TO THEIR AGE

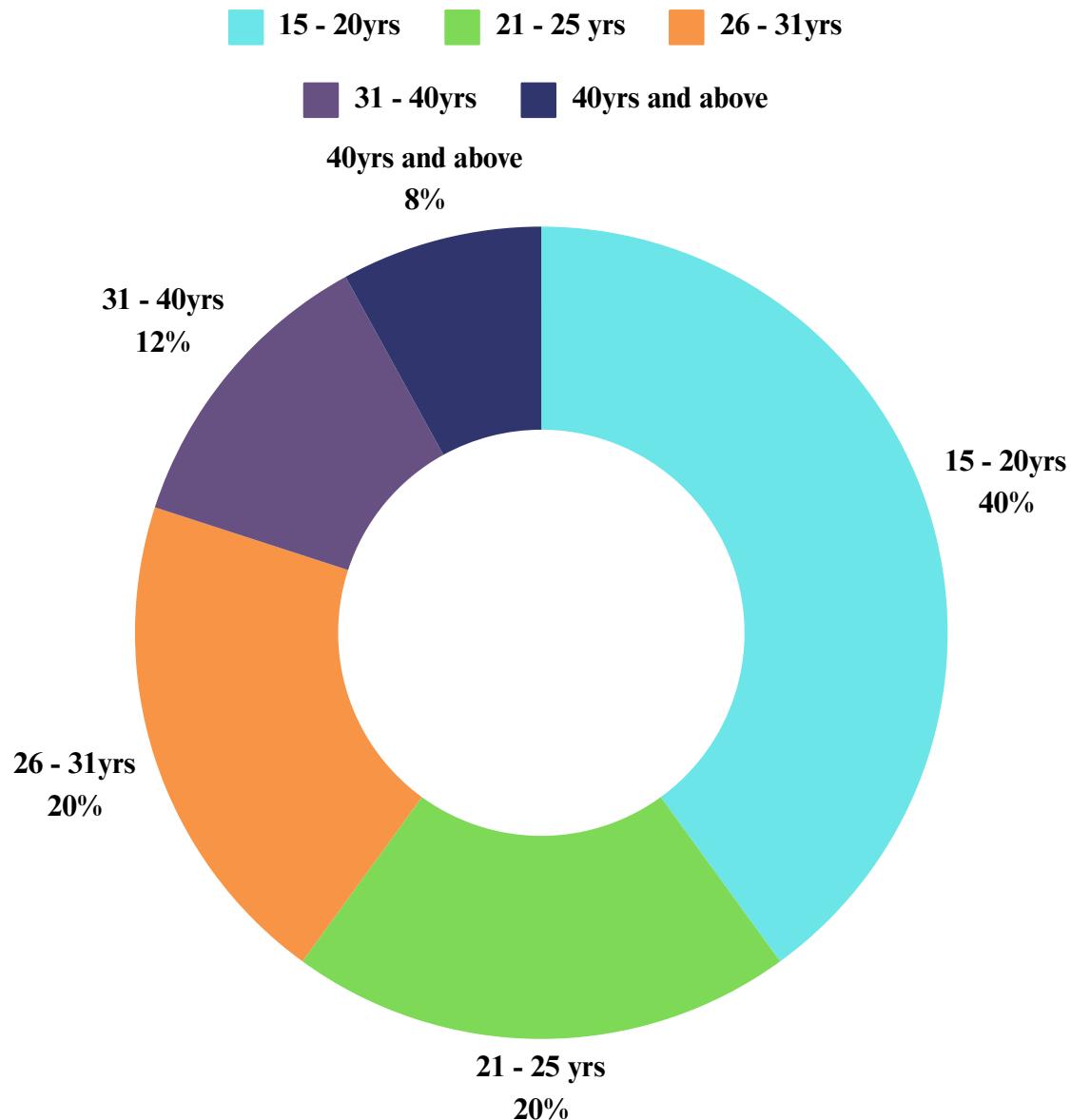


TABLE NO - 4.2

TABLE SHOWING RESPONDENTS OF ACCORDING TO

THEIR OCCUPATION

S. NO.	RESPONSE	FREQUENCY	PERCENTAGE
1	STUDENT	12	12%
2	BUSINESS	40	40%
3	HOUSEHOLD	30	30%
4	EMPLOYEE	28	28%
5	OTHERS	0	0%
	TOTAL	100	100%

INTERPRETATION

The majority of the respondents (12%) are Business, (40%) are Students, (30%) are Employees and (28%) are Household.

CHART NO - 4.2

CHART SHOWING RESPONDENTS OF ACCORDING TO THEIR OCCUPATION

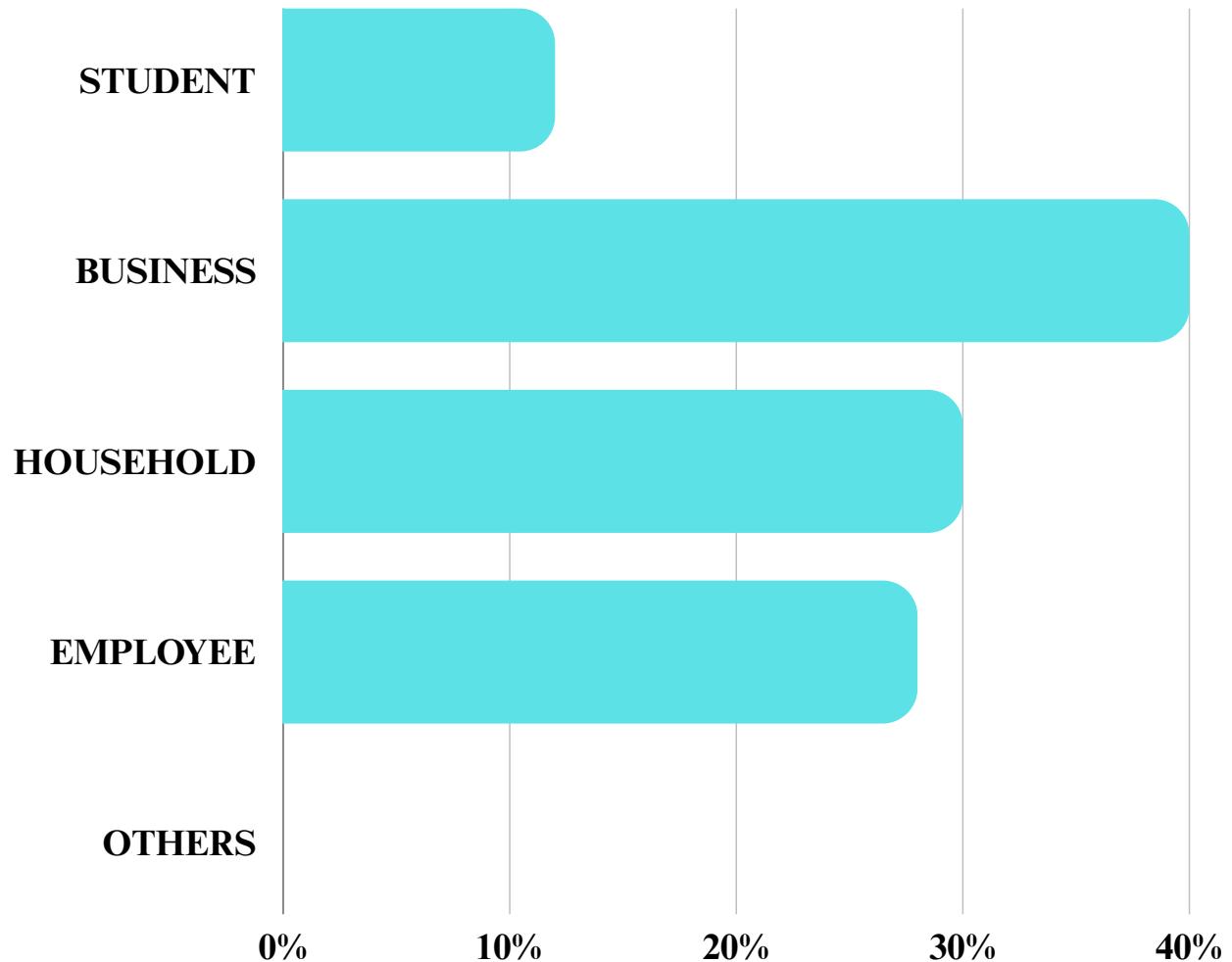


TABLE NO – 4.5
TABLE SHOWING RESPONDENTS OF MARITAL STATUS

S. NO.	MARITAL STATUS	FREQUENCY	PERCENTAGE
1	MARRIED	48	48%
2	UNMARRIED	52	52%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION

The above table shows the analysis of marital status shows that (48%) of respondents are Married and (52%) of respondents are Unmarried.

CHART NO - 4.5

CHART SHOWING RESPONDENTS OF MARTIAL STATUS

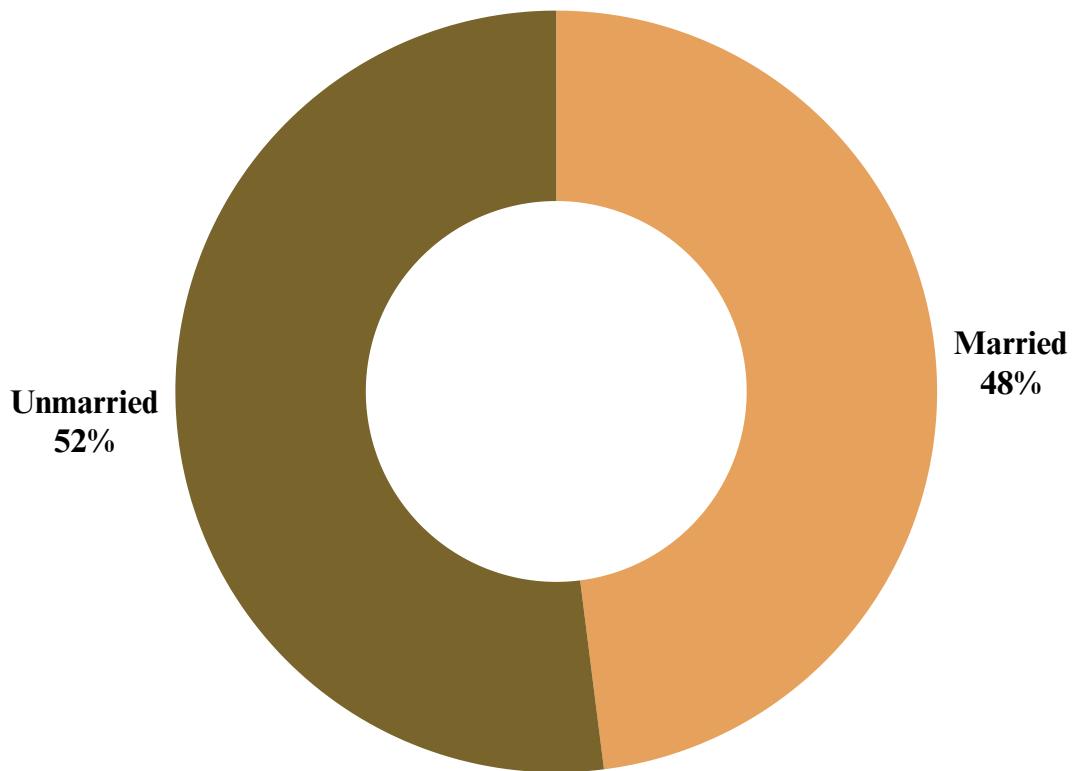


TABLE NO - 4.6

**TABLE SHOWING RESPONDENTS OF ACCORDING
TO THEIR INCOME**

S. NO.	INCOME	FREQUENCY	PERCENTAGE
1	20,000 P.M	48	48%
2	RS.20,001 - 30,000 P.M	24	24%
3	RS.30,001 - 40,000 P.M	16	16%
4	ABOVE RS.40,000 P.M	12	12%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION

The above table shows the income level analysis says (48%) of respondents are below 20000, (24%) of them were getting between 20001-30000, (16%) of respondents were getting between 30001- 40001and (12%) were getting above 40000.

CHART NO - 4.6

CHART SHOWING RESPONDENTS OF ACCORDING TO THEIR INCOME

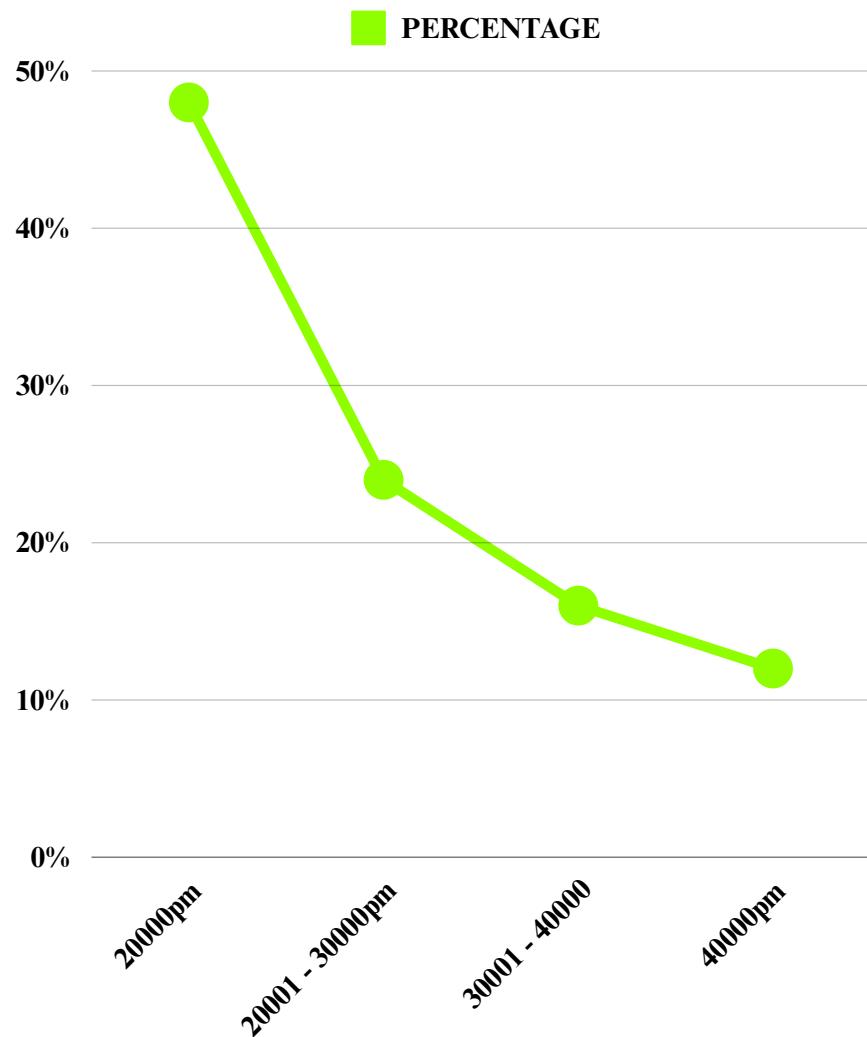


TABLE NO - 4.7
TABLE SHOWING PREFERENCE FOR SOFT
DRINKS

S.NO.	RESPONSE	FREQUENCY	PERCENTAGE
1.	YES	98	98%
2.	NO	2	2%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION

From the survey, it was found that amongst 100 respondents 98% of the people like soft drinks and 2% of the people do not like soft drinks.

CHART NO: 4.7

CHART SHOWING PREFERENCE FOR SOFT DRINKS

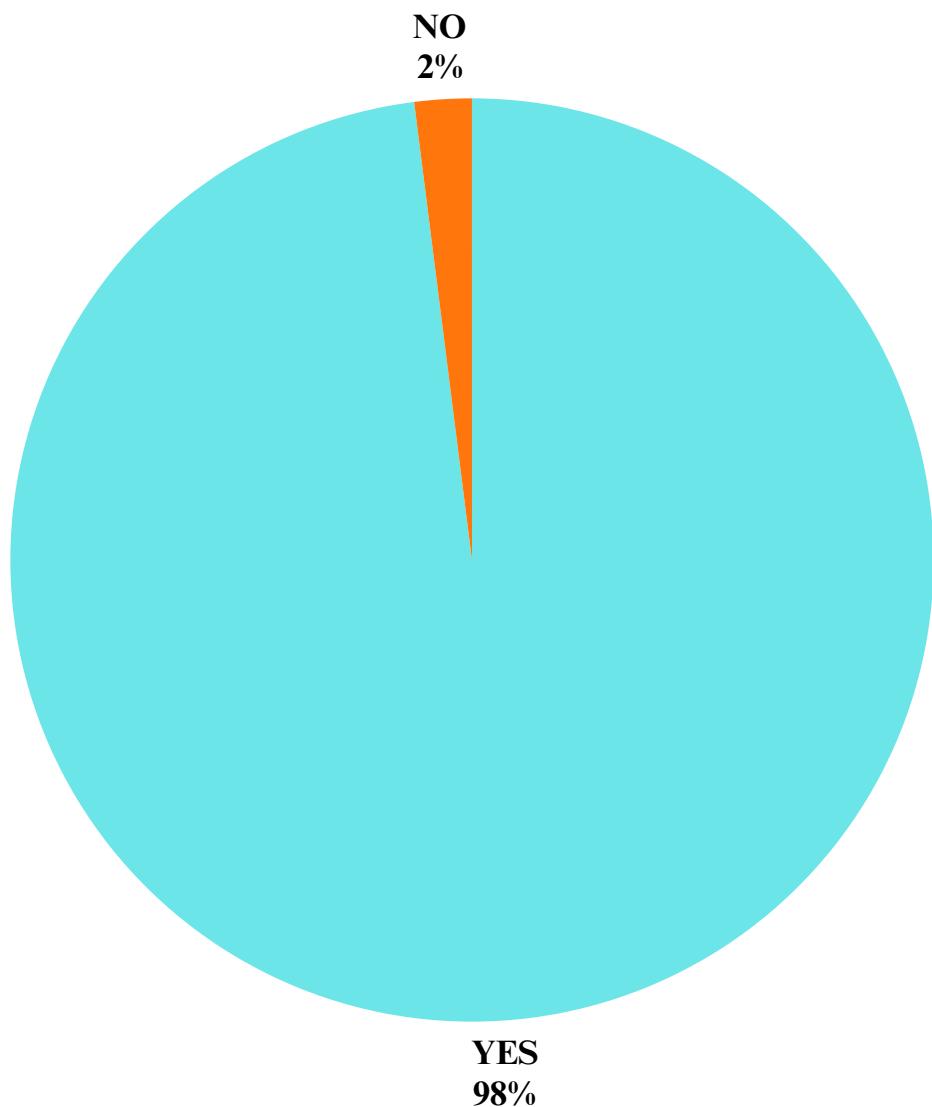


TABLE NO – 4. 8

TABLE SHOWING FREQUENCY OF CONSUMPTION OF SOFT DRINK IN A WEEK

S. NO.	RESPONSE	FREQUENCY	PERCENTAGE
1.	DAILY	0	0%
2.	2 - 4 TIMES	38	38%
3.	MORE THAN 4 TIMES	22	22%
4.	ONCE IN A WEEK	32	32%
5.	VERY RARE	38	38%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION

When the frequency of consumption of soft drinks was studied among 100 respondents, the results showed that 38% of the people consumed soft drinks once a week, 0% consumed soft drinks daily, 22% consumed drinks more than four times a week, 32% consumed them two to four times a week.

CHART NO – 4.8

CHART SHOWING FREQUENCY OF CONSUMPTION OF SOFT DRINKS IN A WEEK

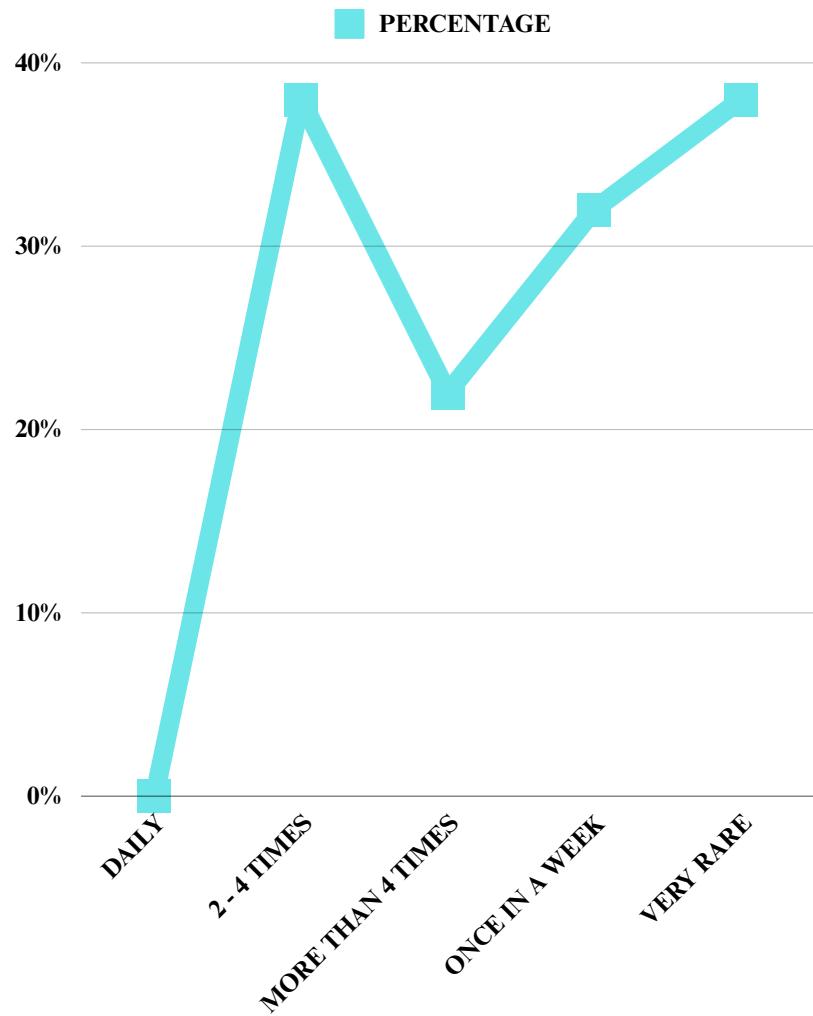


TABLE NO - 4.9
TABLE SHOWING OCCASIONS WHERE SOFT
DRINKS ARE CONSUMED

S. NO.	RESPONSE	FREQUENCY	PERCENTAGE
1.	FAMILY USE	38	38%
2.	PARTIES	19	19%
3.	FESTIVALS	4	4%
4.	OTHERS	39	39%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION

The results of the survey show that among the 100 respondents, 39% consume soft drinks for other purposes, 38% consume soft drinks for Family use, and 19% of the people consume them at parties and (94%) for festivals.

CHART NO – 4.9
CHART SHOWING OCCASIONS WHERE SOFT DRINKS
ARE CONSUMED.

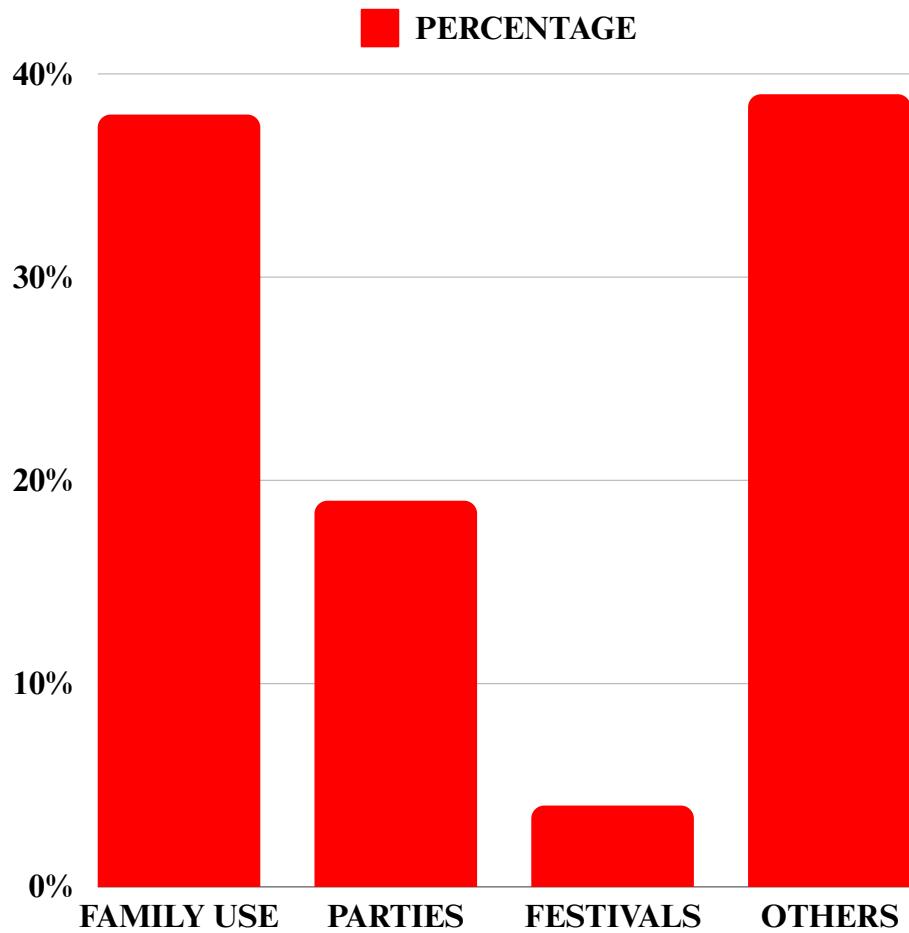


TABLE NO – 4.10

**TABLE SHOWING THE PURPOSE OF USING SOFT DRINKS AMONG
CONSUMERS**

S. NO.	RESPONSE	FREQUENCY	PERCENTAGE
1.	TASTE	39	39%
2.	BRAND	20	20%
3.	REFRESHMENT	41	41%
4.	OTHERS	0	0%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION

The results from the survey show that 41% of respondents are using soft drinks for refreshments. 39% are for taste, 20% are used for brand loyalty and nobody is there among the 100 respondents who use soft drinks for other reasons.

CHART NO – 4.10
CHART SHOWING THE PURPOSE OF USING SOFT DRINKS AMONG CONSUMERS

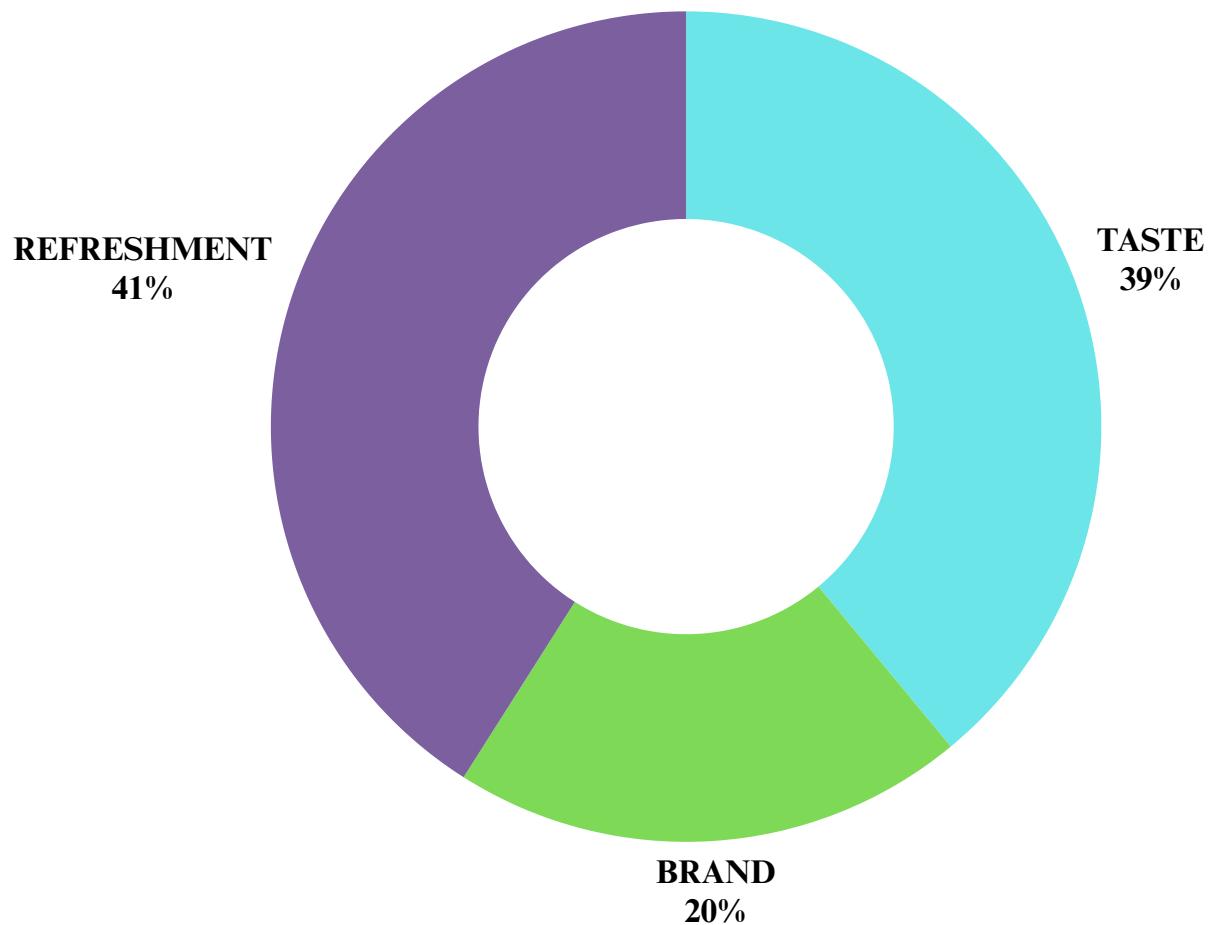


TABLE NO – 4.11

**TABLE SHOWING THE SOURCE WHICH INFLUENCES CONSUMERS TO
BUY SOFT DRINKS**

S.NO	RESPONSE	FREQUENCY	PERCENTAGE
1.	NEWSPAPER	10	10%
2.	INTERNET	28	28%
3.	MAGAZINES	9	9%
4.	ADVERTISEMENT	53	53%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION

The results show that 53% of respondents get awareness through media advertisement and 28 % get awareness through the internet, 10% Through newspapers, 9% get from magazines.

CHART NO – 4.11

CHART SHOWING THE SOURCE WHICH INFLUENCES CONSUMERS TO BUY SOFT DRINKS

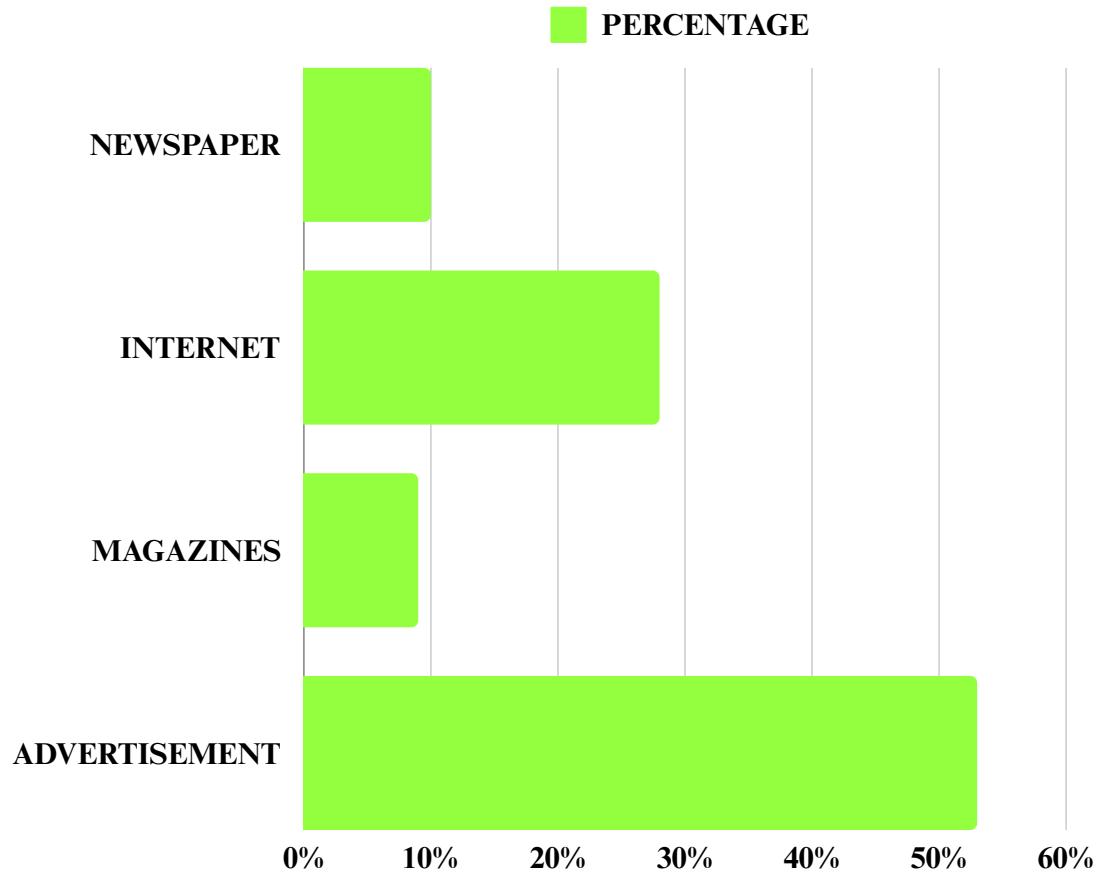


TABLE NO- 4.12

TABLE SHOWING THE MOST COMMONPLACE FOR PURCHASE

S.NO	RESPONSE	FREQUENCY	PERCENTAGE
1.	CONVENIENCE STORE	39	39%
2.	GROCERY STORE	37	37%
3.	RESTAURANTS	0	0%
4.	WHOLESALE	24	24%
5.	WAREHOUSE	0	0%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION

The above table shows that majority of respondents (39%) purchase soft drinks from Grocery stores, (37%) purchase soft drinks from convenience stores, (24%) from Wholesale and nobody is there among the 100 respondents who buy soft drinks from Restaurants and Warehouse.

CHART NO – 4.12
CHART SHOWING THE MOST COMMON PLACE FOR
PURCHASE

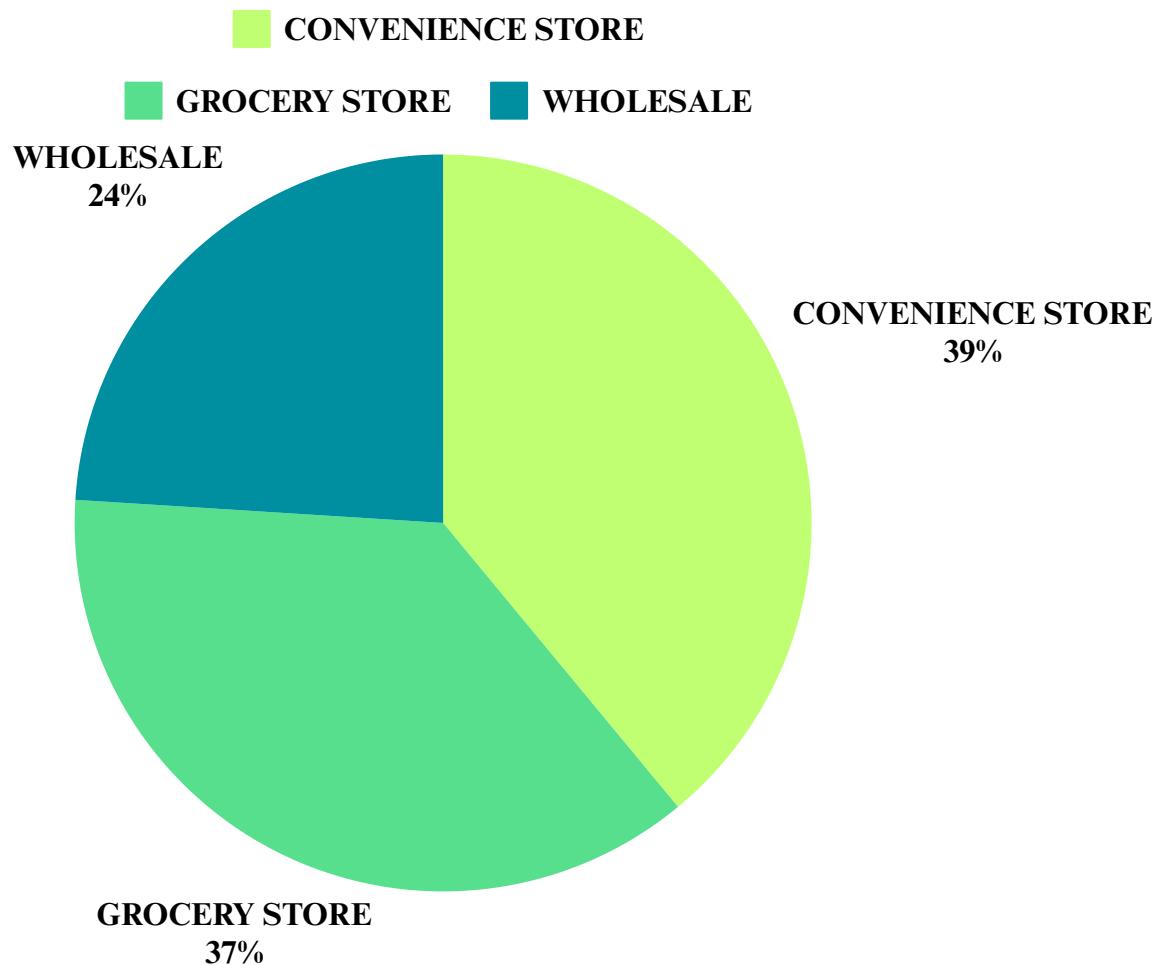


TABLE NO - 4.13**TABLE SHOWING THE CONSUMER'S CHOICE OF SOFT DRINK**

S.NO	RESPONSE	FREQUENCY	PERCENTAGE
1.	WHITE/LEMON/ LIME COLA	25	25%
2.	REGULAR COLA	28	28%
3.	ENERGY DRINK	25	25%
4.	DIET COLA	15	15%
5.	FRUIT JUICE	7	7%
	TOTAL	100	100%

Source: Primary Data

INTERPRETATION

The table shows the consumer's choice of soft drinks purchasing soft drinks. The majority of the respondents belong consumes Regular cola (25%), (28%) choose White/Lemon/Lime, (7%) prefer Fruit juice and 100 respondents (15%) consumes diet cola.

CHART NO – 4.13

**CHART SHOWING THE CONSUMER'S CHOICE OF
SOFT DRINK**

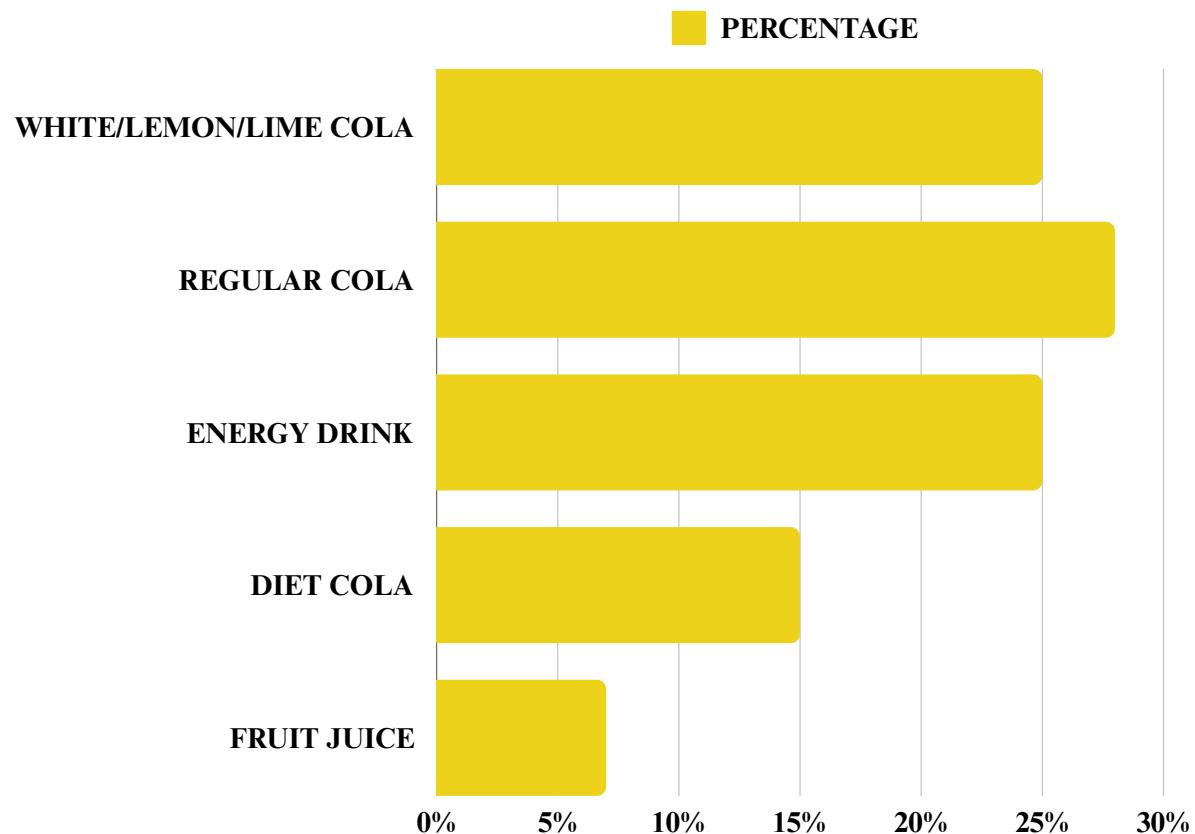


TABLE NO – 4.14
TABLE SHOWING BRAND PREFERENCE FOR SOFT DRINKS

S. NO.	RESPONSE	FREQUENCY	PERCENTAGE
1.	COCA COLA	28	28%
2.	FROOTI	36	36%
3.	FANTA	16	16%
4.	BOVONTO	20	20%
5.	OTHERS	0	0%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION

The results of the survey showed that 36% of the respondents among 100 preferred Frooti, 28% preferred Coca-Cola, 16% preferred Fanta and no one preferred other drinks.

CHART NO – 4.14

**CHART SHOWING CONSUMER'S PREFERENCE FOR
SOFT DRINKS**

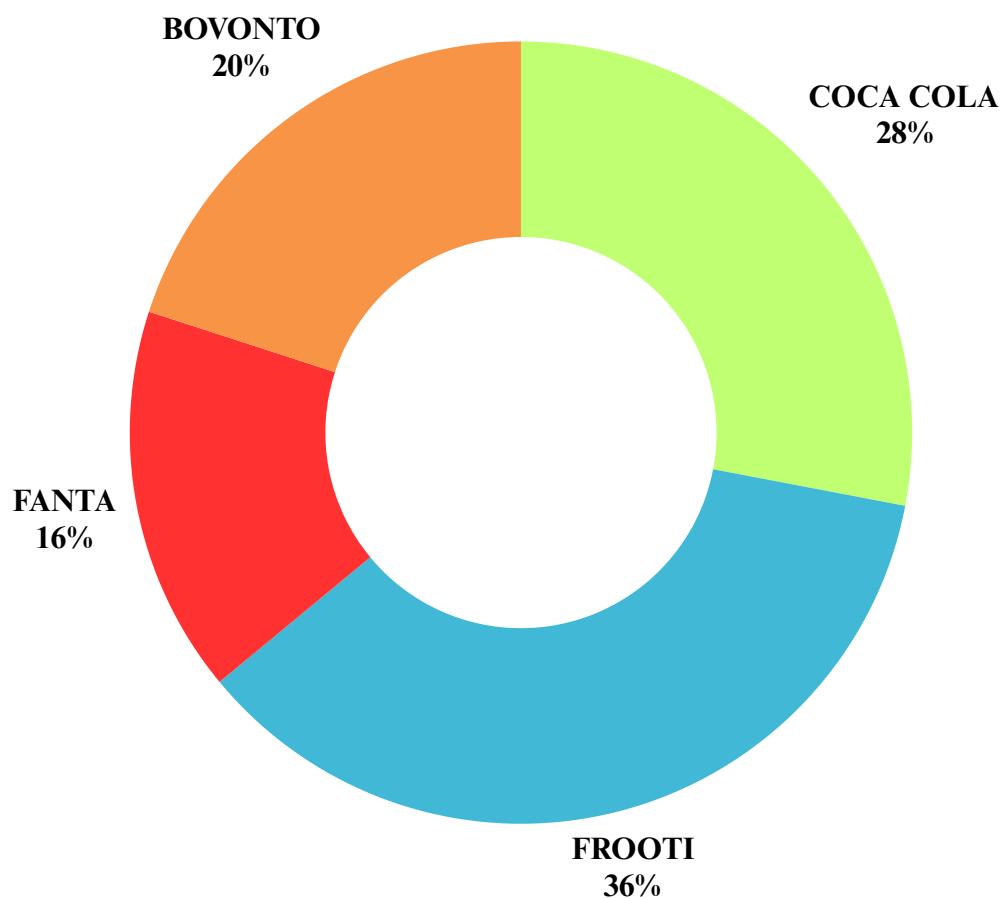


TABLE NO – 4.15

**TABLE SHOWING PREFERENCE OF BUYING THE SAME SOFT
DRINK EVERY TIME**

S. NO	RESPONSE	FREQUENCY	PERCENTAGE
1.	YES	100	100%
2.	NO	0	0%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION

The results showed that 100% of the total respondents preferred variety, i.e., they wanted to taste different drinks with different flavours.

CHART NO – 4.15

CHART SHOWING PREFERENCE OF BUYING THE SAME SOFT DRINK EVERY TIME

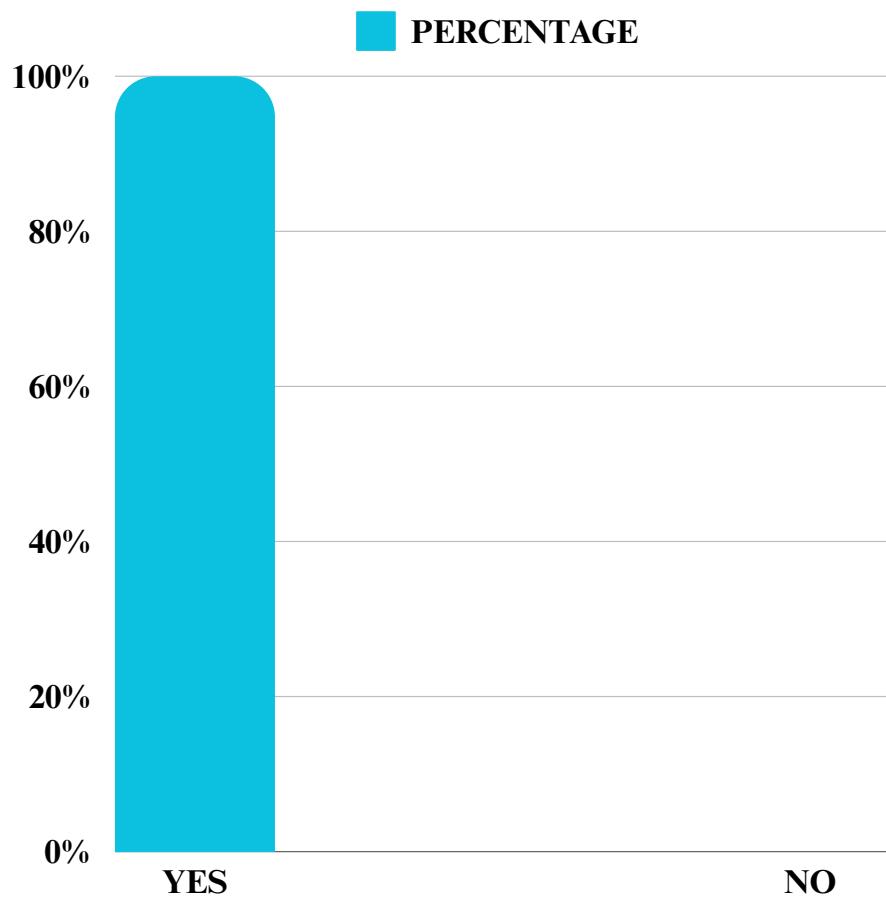


TABLE NO – 4.16
TABLE SHOWING PREFERENCE OF CUSTOMERS WHILE BUYING
THE SOFT DRINKS

S.NO	RESPONSE	FREQUENCY	PERCENTAGE
1.	BRAND	44	44%
2.	TASTE	40	40%
3.	OFFER	16	16%
4.	OTHERS	0	0%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION

The results showed that (44%) of the total respondents preferred the Brand,(40%) of the respondents preferred taste, (16%) of the respondents preferred the offer and no one prefer others.

CHART NO – 4.16
**CHART SHOWING PREFERENCE OF CUSTOMERS WHILE BUYING
THE SOFT DRINKS**

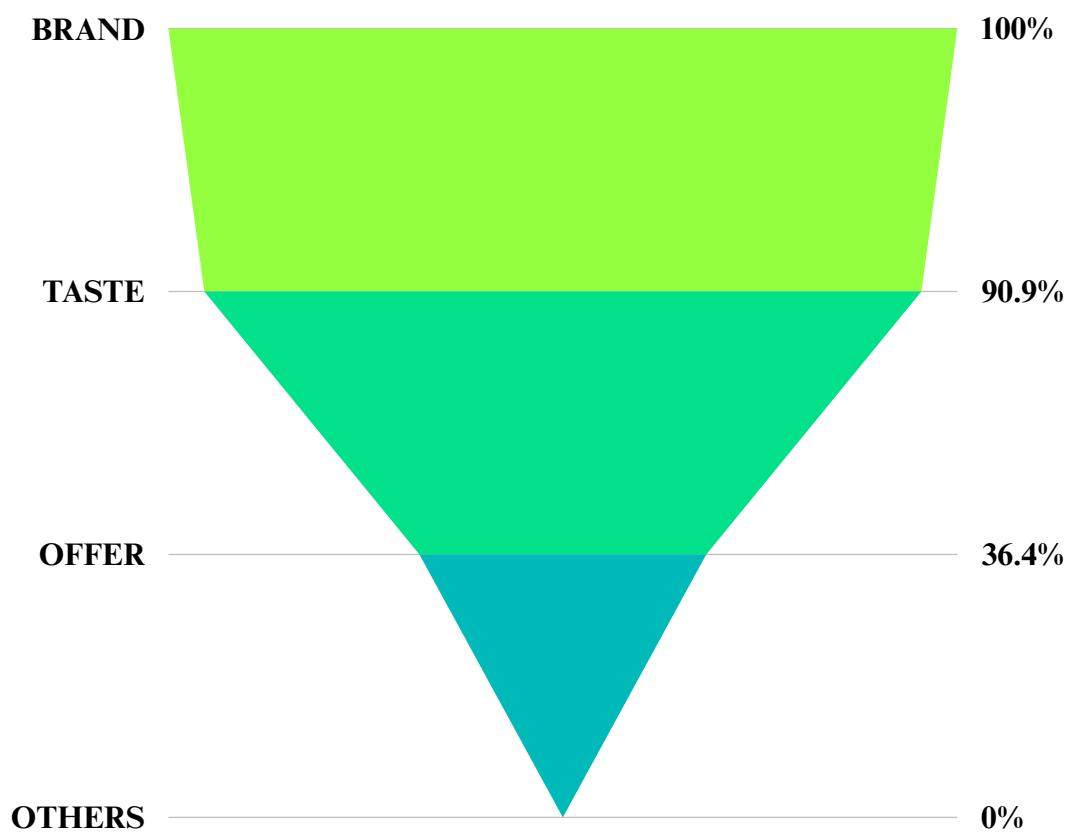


TABLE NO – 4.17
**TABLE SHOWING FACTORS MOSTLY AFFECT CUSTOMER
BUYING DECISION**

S. NO.	RESPONSE	FREQUENCY	PERCENTAGE
1.	QUALITY & TASTE	44	44%
2.	PACKAGING	8	8%
3.	CELEBRITIES	28	28%
4.	PRICE	28	20%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION

The result table shows that Most people give importance to quality and taste with a percentage of (44%). Whereas second preference is given to celebrities (28%), price (20%), and the least preference is given to packaging (8%).

CHART NO – 4.17

CHART SHOWING FACTORS MOSTLY AFFECT CUSTOMER BUYING DECISION

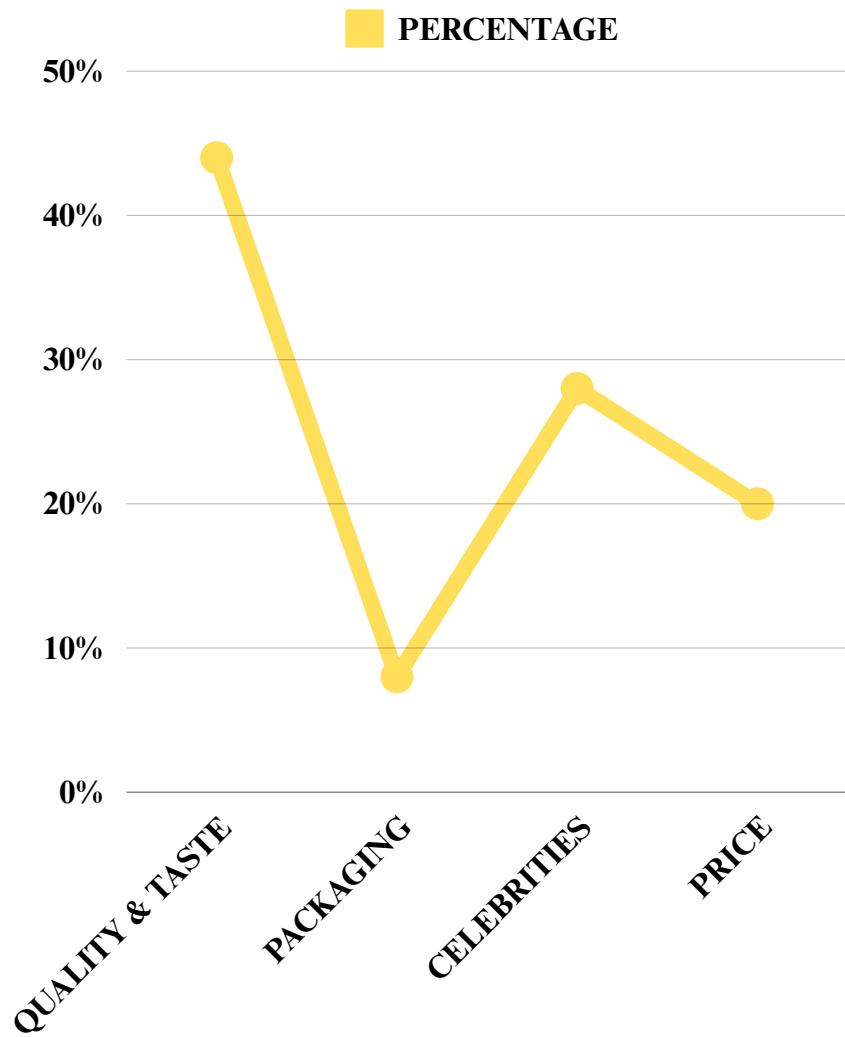


TABLE NO – 4.18

**TABLE SHOWING TELEVISION ADVERTISEMENTS INFLUENCE
CONSUMERS TO BUY SOFT DRINKS**

S.NO	RESPONSE	FREQUENCY	PERCENTAGE
1.	STRONGLY AGREE	64	64%
2.	AGREE	28	28%
3.	NEUTRAL	8	8%
4.	DISAGREE	0	0%
5.	STRONGLY DISAGREE	0	0%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION

The result table shows that Most people strongly agree with a percentage of (64%). Whereas (28%) of the people agree, (8%) of the people give a response neutral and no one prefers to disagree and strongly disagrees.

CHART NO – 4.18

CHART SHOWING TELEVISION ADVERTISEMENTS INFLUENCE CONSUMERS TO BUY SOFT DRINKS

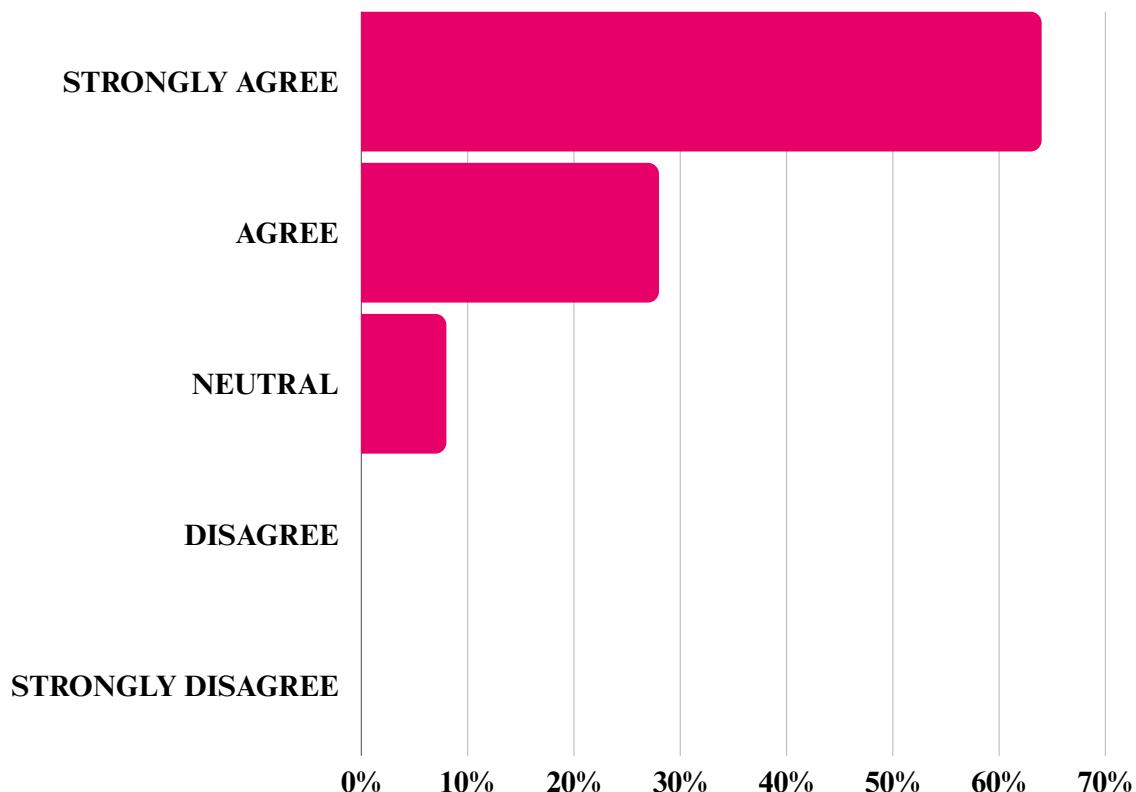


TABLE NO – 4.19

TABLE SHOWING DOES CONSUMERS CONSIDER BRAND NAME WHILE PURCHASING A SOFT DRINK

S.NO	RESPONSE	FREQUENCY	PERCENTAGE
1.	YES	100	25%
2.	NO	0	0%
	TOTAL	100	100%

Source: Primary data

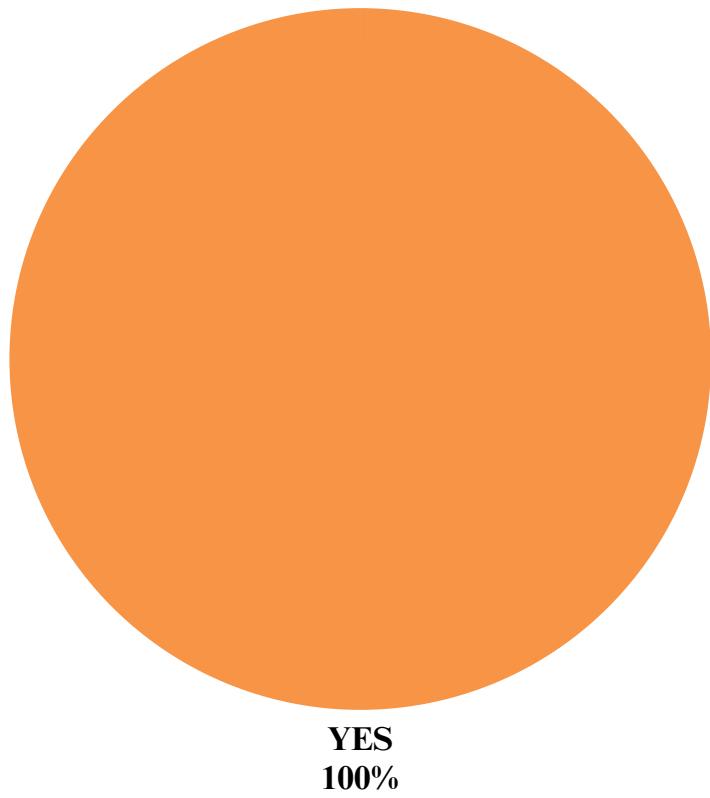
INTERPRETATION

The above chart shows that 100% of the respondents did consider the brand name while purchasing the soft drinks.

CHART NO – 4.19

CHART SHOWING DO CONSUMERS CONSIDER BRAND

NAME WHILE PURCHASING A SOFT DRINK



**FINDINGS, SUGGESTIONS
AND CONCLUSION**

CHAPTER - V

CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- The majority of respondents prefer Coca-Cola and secondly preferred others.
- The majority of the reason for preferring a selected brand is refreshment.
- The majority of respondents don't like to change brands frequently.
- Most of the respondents view soft drinks as an aid to put off thirst.
- The majority of the consumer does not buy more soft drinks at the time of reducing the price.
- Media advertisement is the most influencing medium while the purchase of soft drinks.
- Age between 15 to 45 prefers to buy more.
- In this survey major respondents are female.
- The majority of the consumer's opinion of the brand is good.
- The majority of the consumers are satisfied with the flavour and taste.
- Most consumers are affected by quality and taste in their buying decision.

SUGGESTIONS

Consumption of soft drinks is not good for health. There are so many health problems related to the consumption of soft drinks. The major finding from this study, youth is the major consumers of soft drink product.

- ❖ Reduce their consumption of regular sports drinks, soda or pop, and other sugar-sweetened beverages.
- ❖ Increase their consumption of water and low-fat or fatty milk.
- ❖ Reduce youth's access to sugar-sweetened beverages to decrease consumption.
- ❖ Encourage adolescents to drink water and low-fat-free milk, or limited amounts of 100% fruit juices, as an option.

DISCUSSION

The survey found that amongst 100 respondents 80% are male and 20% are female. Amongst 100 respondents, the majority of the respondents (48%) are belonging to 21- 25 years, (32%) are 15-20 years, (20%) are 26-30years, 40 years and above, and 31-30 years (0%), Among the 100 respondents Majority of the respondents (36%) are Business, (32%) are Student, (20%) are Employee and (12%) are Household, the analysis of marital status shows that (68%) of respondents are Married and (32%) of respondents are Unmarried. the income level from the analysis says (8%) of respondents are below 20000, (36%) of them were getting between 20001-30000 and above 40000, (20%) of respondents were getting between 30001- 40001. This shows how soft drinks are attracting people by their taste, flavours, colours, etc.

The frequency of consumption of soft drinks was studied among 25 respondents, the results showed that 48% of the people consumed soft drinks once a week, 0% consumed soft drinks daily, 8% consumed drinks more than four times a week, 24% consumed them two to four times a week. It is surprising to know that nobody is there among the 100 respondents who do not like soft drinks. Among the 25 respondents, 36% consume soft drinks for other purposes,32% consume soft drinks for Family use, and 16% of the people consume them at parties and festivals.

Factors inducing soft drink purchases include that 44% of respondents use soft drinks for refreshments. 36% are for taste,20% are using for brand loyalty and nobody is there among the 25 respondents who use soft drinks for other reasons, 52% of respondents get awareness through media advertisement and 28% get awareness through the internet, 12% Through the newspaper, 8% get from magazines, 7% of the people like the variety and 3% of the respondents are influenced by advertisements. majority of respondents (68%) purchase soft drinks from Grocery stores, (28%) purchase soft drinks from convenience stores, (8%) from Wholesale, and nobody is there among the 25 respondents who buy soft drinks from Restaurants and Warehouse The results showed that the consumers choice of soft drinks purchasing soft drinks.

The majority of the respondents belong consumes Regular cola (32%), (and 28%) choose White/Lemon/Lime, and (20%) prefer Fruit juice; from 25 respondents, nobody consumes diet cola.

The survey showed that 36% of the respondents preferred Frooti, 28% preferred Coca-Cola, 16% preferred Fanta and no one preferred other drinks. The results showed that 100% of the total respondents preferred variety, i.e., they wanted to taste different drinks with different flavours.

The results showed that (44%) of the total respondents preferred the Brand, (40%) of the respondents preferred the taste, (16%) of the respondents preferred the offer and no one prefers others. The result table shows that Most people give importance to quality and taste with a percentage of (44%). Whereas second preference is given to celebrities (28%), price (20%), and the least preference is given to packaging (8%).

The result table shows that Most people strongly agree with a percentage of (64%). Whereas (28%) of the people agree, (8%) of the people give a response neutral, and no one prefers to disagree or strongly disagree. the survey shows that 100% of the respondents did consider the brand name while purchasing the soft drinks.

CONCLUSION

This study is entitled “A Study on brand preference of Soft Drinks Special Reference to Salem Town” and helps the researcher identify various factors affecting the purchasing decision of Fastrack watches. Promotion through T.V. is one of the great sources to contact individuals. Individuals offer more significance to the visual media than perusing magazines, daily papers, or tuning in to the radio. Therefore, the marketeer ought to comprehend the strategies to activate the soft drinks items among the buyers. The research can be carried out further in Chennai regarding other soft drinks strategies that will be useful for betterment.

As stated in the objectives, this study is aimed at studying the brand preference and factors influencing consumers of packaged soft drinks. The major part of soft drink consumers is in the 18 - 45 age group. The consumption of soft drinks products increases compared with previous times. The changing living pattern and lifestyles of people are changed a lot so soft drinks were a common preference among all individuals with the change in lifestyle and income level, people are shifting their consumption patterns. The competition between the brands greatly influences consumers' buying behaviour because of their marketing strategy. Quality and taste are influencing consumer purchasing decisions. Media advertisements are among the major influencing mediums of purchasing soft drink products. The major part of the consumer view of soft drinks is as an aid to put off thirst. Another part of the consumer believes soft drinks as a status symbol.

The nature of soft drink markets (i.e. a large % of the market is taken up by the leading firms). Firms in an oligopoly produce branded products (advertising and marketing is an important feature of competition in such markets) and there are also barriers to entry. Soft drink consumption is not good for health there are so many diseases incurred through soft drink consumption but with our changes in lifestyles soft drink consumption is an important product item in modern society both urban and rural and becoming more popular in the consumer world. At present soft drink market is one of the most competitive markets in the world. To be successful in the marketplace, one has to think in terms of health innovation, flavour innovation, ingredient innovation, and specific age groups. These are the factors that will shape the future of the beverage industry. “Today's consumers are concerned with overall health and wellness. As a result, there is a significant impact on food and beverage purchases. Many studies have shown that consumers are as concerned with good health as they are about maintaining a high quality of life” which is proved again in our work.

Following are the concluding points taken into consideration after the conduct of the research study:

1. An important finding that emerged from the survey was that 100% of people like to have soft drinks.
2. Through the research, it was conveyed that weekly consumption of soft drinks is more than daily consumption.
3. Most of the respondents view soft drinks as an aid to put off thirst.
4. A majority of the respondents consume soft drinks at the time of parties & celebrations.
5. Most of the respondents consume soft drinks because of their taste.
6. Most of the respondents were of the strong view that advertisements affect their purchases.
7. Considering the TV advertisement Coca - Cola is liked mere but TV advertisement does
8. not make most of the consumer switch to that one.
9. About half of the respondent told that taking too much of the soft drinks would cause health problems but very few of them caused health problems before.
10. Most of the respondents like Fanta since they like the orange flavour.
11. 49% of them reduced consuming soft drinks after incidents.
12. Most of them concluded while saying that the govt. to do frequent quality checks to increase sales without causing harm to consumers. With the changing lifestyle and income levels, people are shifting their consumption patterns and have therefore become more health conscious thus leading to an increase in demand for juices.
13. Changing consumption patterns.
14. Health factor.
15. Status consciousness.

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APPENDIX
**A STUDY ON BRAND PREFERENCE OF SOFT DRINKS WITH
SPECIAL REFERENCE TO SALEM TOWN**

QUESTIONNAIRE

1) Name: _____

2) Gender

- A) Male [] B) Female [] C) Others []
[] []

3) Age:

- A) 15-20 years []
B) 21-25 years []
C) 26-30 years []
D) 31-40 years []
E) 40 years and above []

4) Marital Status:

- A) Married [] B) Unmarried []

5) Monthly Income

- A) Upto Rs.20,000 p.m []
B) Upto Rs.20,001 - 30,000 p.m []
C) Upto Rs.30,001 - 40,000 p.m []
D) Above Rs.40,000 p.m []

6) Occupation

- A) Student [] B) Business [] C) Household [] D) Employee []
D) Others []

7) Do you like Soft drinks?

- A) Yes [] B) No []

8) Frequency of Consumption of Soft Drink in a Week?

- A) Daily []
B) 2-4times []
C) More than 4 times []
D) Once in a week [.]
E) Very rare [.]

9) Do You buy Soft Drinks For:

- A) Family use []
- B) Parties []
- C) Festivals []
- D) Others []

10) Why do you Drink Soft Drinks?

- A) Taste []
- B) Refreshment []
- C) Brand []
- D) Others []

11) What Influences you to buy Soft Drink?

- A) Newspaper []
- B) Internet []
- C) Magazines []
- D) Advertisement []

12) Where is the most common place that you purchase soft drinks?

- A) Convenience store []
- B) Grocery store []
- C) Restaurants []
- D) Wholesale []
- E) Warehouse []

13) What is Your Choice Of Soft Drink?

- A) White/Lemon/Line cola []
- B) Regular cola []
- C) Energy drink []
- D) Diet cola []
- E) Fruit juice []

14) Which Soft Drink do You like More?

- A) Coco-cola []
- B) Frooti []
- C) Fanta []
- D) Bovontto []
- E) Other (specify).....

15) Do you like the same soft drink every time?

- A) Yes []
- B) No []

16)What do you look for When you buy a Soft drink?

- A)Brand [] B) Taste [] C) Offer [] D) Others. []

17)Which Factor Mostly affect your buying decision?

- A)Quality & Taste []
B) Packaging []
C)Celebrities []
D) Price []

18)Does Television Advertisements Influence You to Buy Soft Drink?

- A)Strongly Agree[]
B) Agree []
C) Neutral []
D) Disagree []
E)Strongly Disagree[]

19)Will You Consider Brand Name While Purchasing a Soft Drink?

- A)Yes [] B) No []

20)Suggestions if any
