



A STUDY ON CONSUMER IMPACT TOWARDS SOFT DRINKS IN MADURAI CITY

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ABSTRACT:

The predominant component of the human body is fluid, making it a vital necessity that must be met. The soft drinks industry is a well-established sector catering to consumer preferences, with its origins tracing back to 1772. Today, millions of bottles are consumed daily across the globe. The process of tasting soft drinks can be enjoyable, and the manufacturing and marketing of these beverages occur within a highly competitive landscape. Pepsi, established in 1965, stands as one of the foremost multinational corporations in this industry. The company entered the Indian market during the global economic shifts of the early 1990s, following the liberalization of the Indian economy. Since that time, Pepsi has achieved significant success in India. Currently, these beverages have become integral to our daily lives, and we are all familiar with brands such as 7up, Coca-Cola, Pepsi, Frooti, Fanta, and Bovonto.

KEYWORDS:

SOFT DRINK, CONSUMER PREFERENCE, MARKETING, INDUSTRY, BRANDS.

1.1 INTRODUCTION:

The major constituent of our body is liquid, it is an basic requirement that have to be fulfilled. In advanced life they are diverse kind of Soft drinks are accessible in market such as carbonate drinks, drain item, juice and natural product drinks. In this Presently days these drinks have been portion of the life of all of us, we all are well mindful of these word 7up, Coca cola, Pepsi, Frooti, Fanta, Bovonto. Today Soft drink not as it were decrease the thirst but too has ended up fashion and Design. The intrigued of study is to know what like most Soft drink and what attracts them towards.

1.2 STATEMENT OF PROBLEM

Individuals represent a significant segment of potential consumers within the soft drink market. Given the vast array of products available, it is essential for companies to understand consumer needs and preferences in this highly competitive industry. In a market characterized by similar challenges and pricing, it is vital to analyze and identify the factors that influence customer behavior. Additionally, consumers are increasingly seeking novel experiences, such as exciting flavors. Consequently, it becomes imperative to address consumer demands in order to retain their loyalty. Recognizing that customers play a pivotal role in marketing, it is crucial to comprehend the

factors that significantly impact their purchasing decisions. Understanding the buying process, how customers make choices, and what influences their purchases is essential for soft drink manufacturers to meet consumer expectations. Various elements, including culture, social class, reference group affiliations, family dynamics, income levels, age, and gender, all affect consumer behavior. This study has been conducted to explore the impact of these factors on soft drink purchasing decisions.

1.3 REVIEW OF LITERATURE

Poornima .B(2024), in her study entitled “a study on customer satisfaction towards soft drinks in Coimbatore”. This study seeks to explore customer satisfaction regarding soft drinks by examining the elements that affect their buying choices. It will concentrate on the preferences and perceptions of consumers concerning different soft drink brands, as well as the characteristics that contribute to their satisfaction or dissatisfaction with their purchases. The research will employ a combination of qualitative and quantitative approaches, including surveys and interviews, to collect data from a varied customer demographic. The findings of this investigation will offer valuable insights into the satisfaction levels of soft drink consumers and assist companies in enhancing their products and

marketing strategies.

Attleyakanwal (2019) conducted a study titled "The Preference of Consumers for International Brands in Comparison to Local Brands." This research focused on understanding consumer preferences for international brands relative to local alternatives. The findings indicated that customers typically assess the value of products through both extrinsic and intrinsic information. A customer is likely to make a repeat purchase only if they are highly satisfied with the product. This satisfaction is a key factor in fostering customer loyalty, which can deepen over time as the relationship with the brand evolves. Numerous internal and external factors influence consumers' purchasing decisions.

1.4 OBJECTIVES OF THE STUDY

- To study on Coco cola, Pepsi, Frooti, 7up, Fanta, Bovonto toward soft drinks in Madurai City.
- To understand soft drinks buying behavior of consumers in Madurai city.
- To understand relationship between demography of buying of soft drinks.
- An examination of the soft drink preferences among consumers.
- To find the most preferred brand soft drink in the market in Madurai city.

1.5 RESEARCH DESIGN

The research design has been structured to align with the aforementioned objective, focusing on the impact of soft drinks. This study includes the use of both primary data and secondary data.

1.5.1 METHOD OF DATA COLLECTION

PRIMARY DATA

Primary data were collected through structured questionnaire.

SECONDARY DATA

Secondary data were collected from various sources such as Internet, Text book, Magazine, Newspaper, etc.

1.5.2 SAMPLE SIZE

Sample size of 50 was taken for the study. The result is generalized on the basis of sample selected.

1.6 DATA ANALYSIS AND DISCUSSION

The data presented in Table 1 indicates that 22% of respondents prefer 7up, while 6% favor Coca-Cola, 4% choose Pepsi, 38% opt for Frooti, 4% select Fanta, and 26% prefer Bovonto. Table 2 reveals that 34% of respondents identify as local, 52% as national, and 14% as international. According to Table 3, 62% of respondents spend up to Rs. 50, 30% spend between Rs. 50 and Rs. 100, and 8% spend between Rs. 100 and Rs. 150.

TABLE 1.1

TABLE SHOWS THE WHICH BRAND MOST PREFER OF RESPONDENTS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
7up	11	22%
Coco cola	3	6%
Pepsi	2	4%
Frooti	19	38%
Fanta	2	4%
Bovonto	13	26%
TOTAL	50	100

SOURCE: Primary data

CHART-1

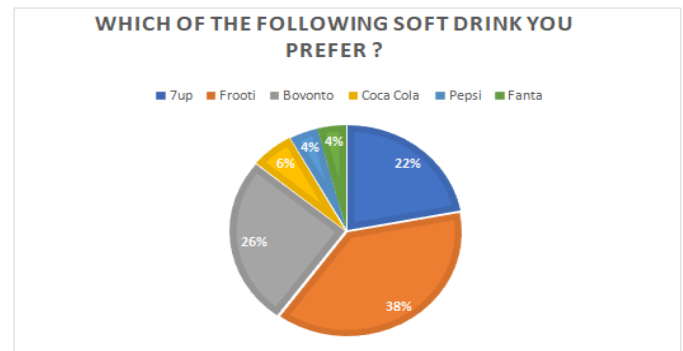


TABLE-2

TABLE SHOWS THE PREFERRED BRAND OF RESPONDENTS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Local	17	34%
National	26	52%
International	7	14%
TOTAL	50	100

Source: Primary data

CHART -2

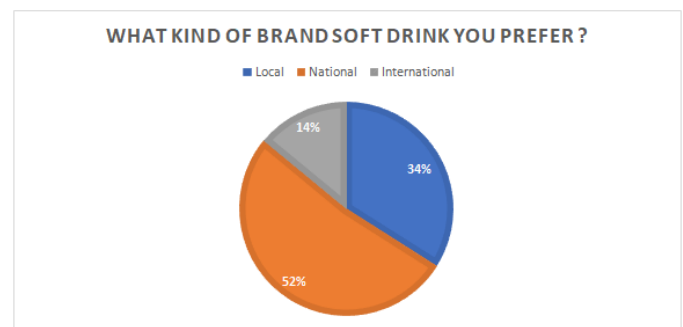


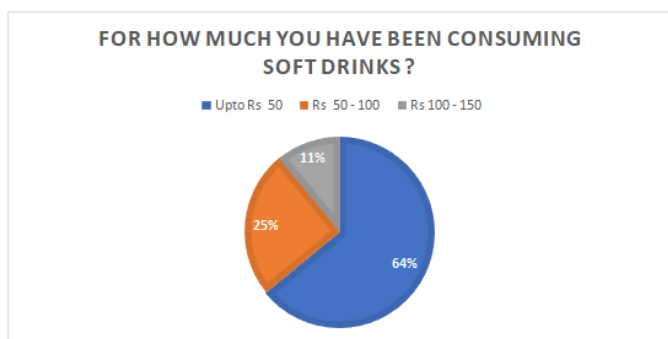
TABLE -3

TABLE SHOWS THE SPENDING AMOUNT OF RESPONDENTS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Upto Rs 50	31	62%
Rs 50-100	15	30%
Rs 100-150	4	8%
TOTAL	50	100

Source: Primary data

CHART-3



1.7 FINDINGS OF THE STUDY

Out of 50 respondents, a majority of 38% expressed a preference for Frooti. In contrast, 52% of the respondents favored the National Brand, while 62% of the respondents indicated that they spend up to Rs 50.

1.8 CONCLUSION

This article highlights that the democratic environment surrounding consumers plays a significant role in shaping both brand impact and consumer loyalty. Consumers possess the ability to identify the need for a product, even when their awareness and access to pertinent information are limited. They primarily acquire detailed information about products through television advertisements. Their perceptions are influenced by personal experiences with the product, prompting them to conduct comprehensive assessments of any negative attributes. The consumer demographic generally prefers products that resonate with their tastes, which ultimately guides their purchasing choices and satisfaction levels. Additionally, consumers are likely to change brands if they are dissatisfied with a product's performance or its market availability. Regarding purchase satisfaction, the importance of brand image and product quality cannot be overstated. Consumer loyalty remains notably strong, which in turn heightens their expectations and influence.

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