

# Consumer Preferences towards Different Brands of Soft Drinks- A Case Study of Amritsar City

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## ARTICLE DETAILS

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## ABSTRACT

The main focus of this study is to study the preference of consumers towards different brands of soft drinks and information sources which influences consumer behaviour. The present study is descriptive in nature based on self structured questionnaire. The data was collected from 200 respondents using convenience sampling technique. On the basis of the individual rankings of different brands and information sources done by the different respondents, mean was calculated. Findings of the study revealed that Maaza was the most preferred brand among respondents followed by Slice, Coca Cola and so on. Whereas in case of information sources it was found that most of the respondents were influenced by friends followed by family and so on.

## 1. Introduction

In 21<sup>st</sup> century, the marketers are formulating and implementing different strategies in order to retain existing customers and attract new customers. To communicate about the product offerings to the customers, marketers always use unique tools and techniques when compare to their competitors. Creating very different strategy by using marketing mix is one of the major challenge for the present scenario (Goutam, 2013). Marketers survival depends on consumer satisfaction. Consumer satisfaction depends on their perception and brand preference of the particular brand. In brand preference, Source of Information plays a major role. Organisations in both public and private sectors have learned that the ability to communicate effectively and efficiently with their target audiences is important to their success (Moorthy and Madevan, 2014).

Consumer preferences used primarily to mean to select an option that has the greatest anticipated value among a number of options by the consumer in order to satisfy his/her needs or desires. Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these goods according to the utility they give the consumer (Ubeja and Patel; 2014). Brand preference is a function of psychological (decision making, evaluative) processes. Brands are chosen according to internal criteria resulting in a consignment towards the brand (Muthu, 2015). Brand commitment is an enduring desire to maintain a valued relationship with a brand (Lacy, 2007; Moorman et.al.1992). It refers to the economic, emotional and psychological attachments that the consumer may have towards a brand (Evanschitzky et.al. 2006). In this context, the present study studies the preferences of consumers towards different brands of soft drinks and information sources influencing consumer behaviour. To study this descriptive statistics was applied.

## 2. Review of Literature

- I. **Banumathy and Hemameena (2006)** in article "Analysis of Brand Preference of Soft drinks in the Global Environment" studied the profile of soft drink consumers, brand preference, factors influencing brand preference and level of satisfaction of the soft drink consumers. From the results, it was concluded that most of the consumers preferred international brands as compared to local brands and national brands. Pepsi was the most preferred brand followed by Mirinda, Slice and Seven Up.
- II. **Parmar and Kumar (2006)** in article "Changing Pace of Consumerism in Soft Drinks Market- A Case Study" analysed the factors which influenced the buying behaviours of consumers for soft drinks. Findings of the study revealed that maximum number of the respondents considered advertisements as the most important source of information followed by friends and family members.
- III. **Anand (2013)** in article "Preferences for Cold Drinks with Special Reference to Rural Consumers of Ambala District" aimed to know the preferences for consuming cold drinks and found the factors which influenced the consumers for brand preference. Findings of the study revealed that Coca Cola was most popular and preferred brand among rural respondents followed by Limca, Fanta, Dew, Maaza and so on. It was also concluded that family members and relatives influenced employees and businessman respectively to buy cold drinks.
- IV. **Kumudha and Thilaga (2013)** in article " Buying Behaviour of Consumers with Regard to Soft Drinks with reference to Coimbatore City" investigated the factors influencing consumption of soft drinks and brand preference. Findings of the study revealed that most of the respondents preferred Coca Cola followed by Pepsi and other soft drinks and they consumed soft drinks occasionally. Most of the consumers were influenced by advertisements and many few of them were influenced by friends.

V. Anojan and Subaskaran (2015) in article "Consumer's Preference and Consumer's Buying Behaviour on Soft Drinks: A Case Study in Northern Province of Sri Lanka" identified the factors which influenced the consumer preference towards soft drinks. The research revealed that consumer's priority was given to those factors which influenced their buying behaviour such as price, brand name, availability etc. It was also concluded that there was a significant impact of consumer's preference on buying behaviour and also there was a significant relationship between consumer preference and buying behaviour.

**3. Objectives of the Study**

To study the preference of consumers towards different brands of soft drinks and information sources influencing consumer behaviour.

**4. Scope of the Study**

Understanding the human behaviour is very complex and therefore understanding consumer behaviour is also very difficult. This study focuses on studying the consumer behaviour towards soft drinks; it includes their preferences, influencing factors, taste, choice etc. The present study pertains to the respondents of Amritsar city.

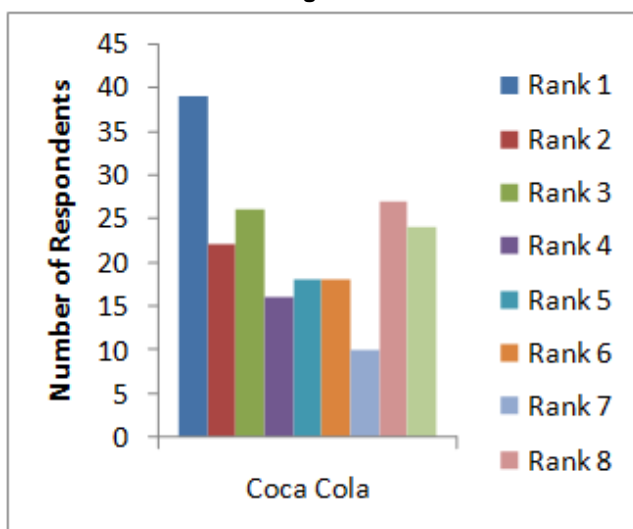
**5. Research Methodology**

The present study is descriptive in nature. Primary data was used for this study which was collected through self-structured questionnaire. Data was collected from 200 respondents using convenience sampling technique.

**6. Analysis and Interpretation**

Figure 1 indicates the preference of Coca Cola by the respondents. It shows that which rank has been given by different respondents to Coca Cola.

**FIGURE 1**  
Ranking of Coca-Cola



The above figure shows that 39 respondents have ranked Coca Cola as a first preferred brand. 22 respondents have

given second priority to Coca Cola followed by 26 respondents who ranked Coca Cola as their third preferred brand. Only 16 respondents have chosen Coca Cola as their fourth preferred brand, whereas 18 respondents have marked Coca Cola as fifth preferred brand and again 18 respondents marked Coca Cola as sixth preferred brand. At rank seven, only 10 respondents preferred this brand followed by 27 respondents who preferred it for rank eighth and at ninth rank only 24 respondents preferred this brand.

**FIGURE 2**  
Ranking of Pepsi

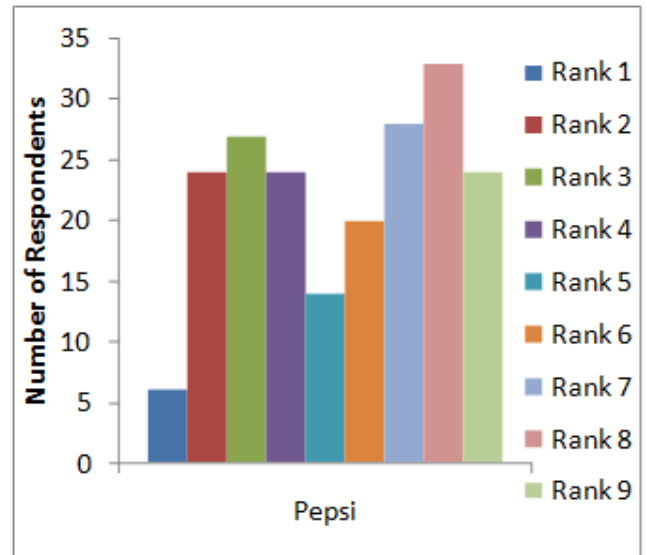


Figure 2 revealed the ranking done by respondents in case of Pepsi. In case of Pepsi only 6 respondents ranked Pepsi as their top priority, whereas in case of rank two, 24 respondents preferred this brand. At rank three, number of respondents aroused to 27, whereas only 24 respondents preferred this brand at rank four. Number of respondents declined to only 14 at rank five. 20 respondents ranked Pepsi as a sixth preferred brand followed by 28 respondents at rank seven and 33 respondents preferred this brand at rank eight. Last preference was given by 24 respondents to this brand.

**FIGURE 3**  
Ranking of Limca

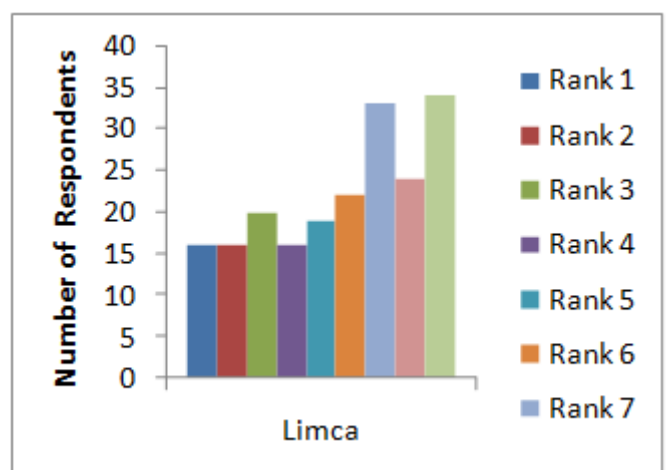
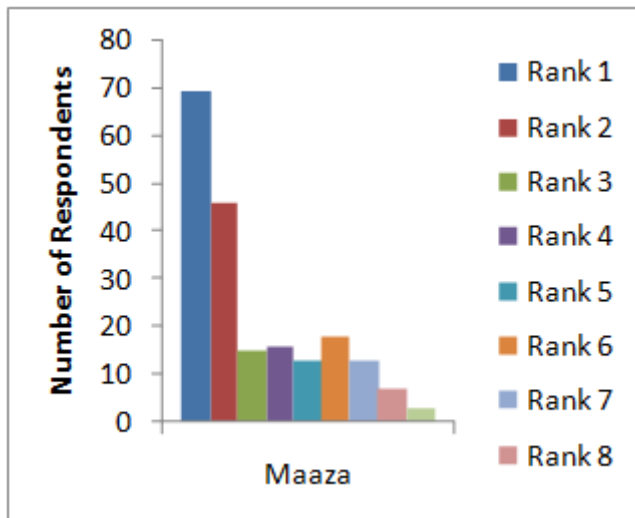


Figure 3 indicated that 16 respondents ranked Limca as their most preferred brand and also at rank two again 16 respondents preferred this brand. 20 respondents have chosen

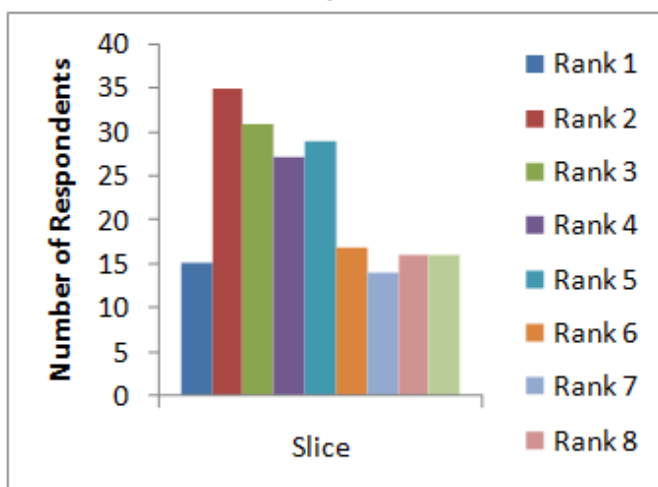
this brand for rank three. Further at rank four again number of respondents declined to 16, whereas at rank five number of respondents was 19. As far as rank six is concerned number of respondents aroused to 22, followed by 33 respondents at rank seven, 24 respondents at rank eight and 34 respondents preferred this brand at rank nine.

**FIGURE 4**  
Ranking of Maaza



It is shown in figure 4 that as far as Maaza is concerned, 69 respondents ranked this brand as their top priority, whereas the number of followers declined to 46 at rank two. Further at rank three, 15 respondents preferred this brand followed by 16 respondents at rank four, 13 respondents at rank five, 18 respondents at rank six, 13 respondents at number seven and seven respondents at rank eight, whereas only 3 respondents preferred this brand for ninth rank.

**FIGURE 5**  
Ranking of Slice



In figure 5 preference of Slice was shown among respondents. It was concluded from the table that 15 respondents followed this brand at rank one, 35 respondents at rank two, 31 respondents at rank three, 27 respondents at rank four and 29 respondents at rank five. Further at rank six, the number of respondents declined to 17, at rank seven there were only 14 respondents who preferred this brand. At rank

eight and rank nine 16 respondents preferred Slice respectively.

**FIGURE 6**  
Ranking of Sprite

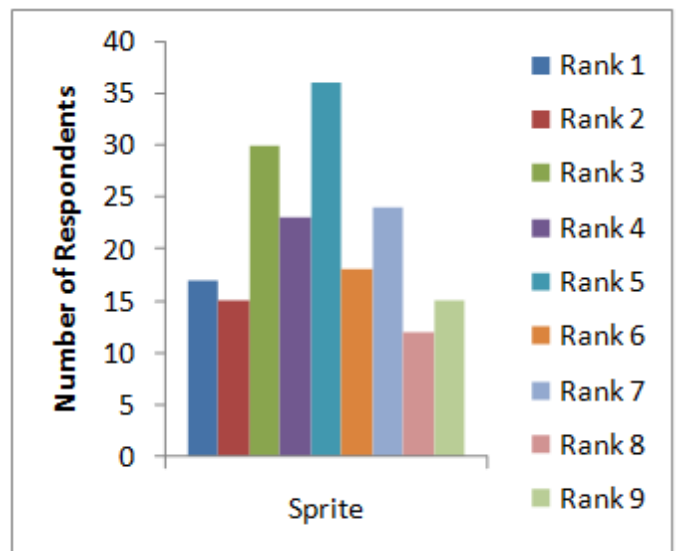


Figure 6 shows that only 17 respondents favored the Sprite for rank one, 15 respondents for rank two, 30 respondents for rank three, 23 respondents for rank four and 36 respondents for rank five. The number of respondents declined to 18 at rank six. Further at rank seven there were 24 respondents who preferred this brand followed by 22 respondents at rank eight and only 15 respondents at rank nine.

**FIGURE 7**  
Ranking of Fanta

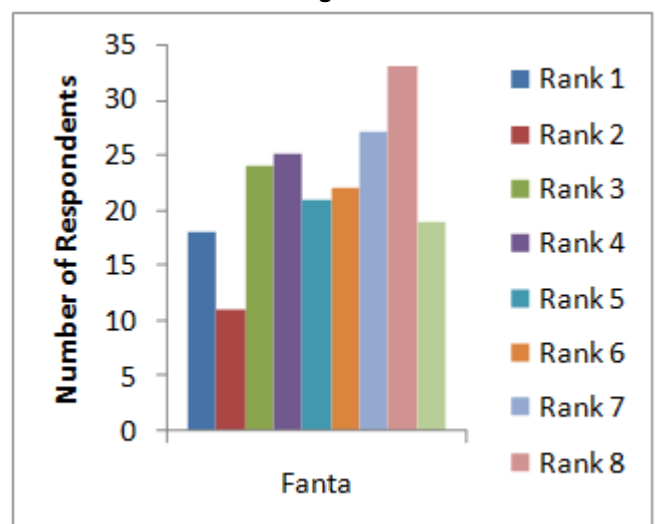
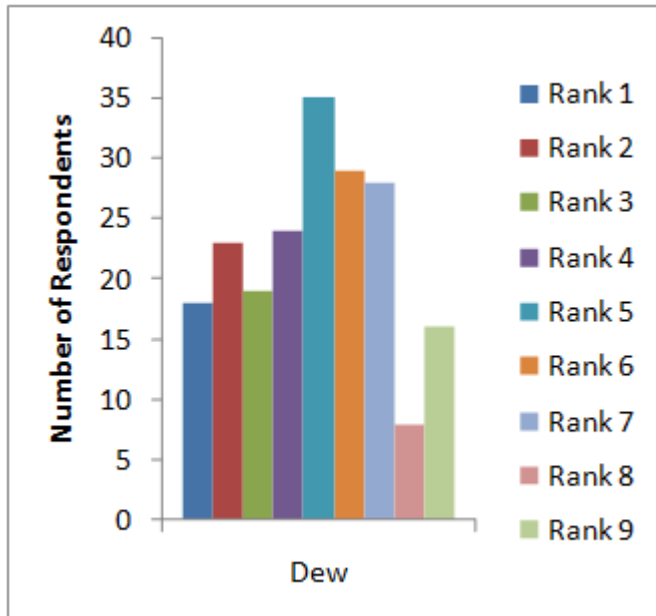


Figure 7 shows the respondents preference for Fanta. It was found from the table that there were 18 respondents who preferred Fanta as their top priority, whereas the number of respondents declined to 11 at rank two. Further 24 respondents ranked Sprite at rank three, 25 respondents ranked four, 21 respondents ranked five, 22 respondents preferred Sprite at rank six and 27 respondents marked Sprite at rank seven. The number of respondents aroused to 33 at rank eight and 19 respondents ranked Sprite at rank nine.

**FIGURE 8**  
Ranking of Dew



According to figure 8, Dew was the priority for 18 respondents, 23 respondents ranked Dew at number two, 19 respondents preferred Dew at rank three, 24 respondents ranked four, 35 respondents ranked five, 29 respondents ranked six, 28 respondents ranked seven, 8 respondents ranked eight and 16 respondents ranked Dew at rank nine.

**FIGURE 9**  
Ranking of Mirinda

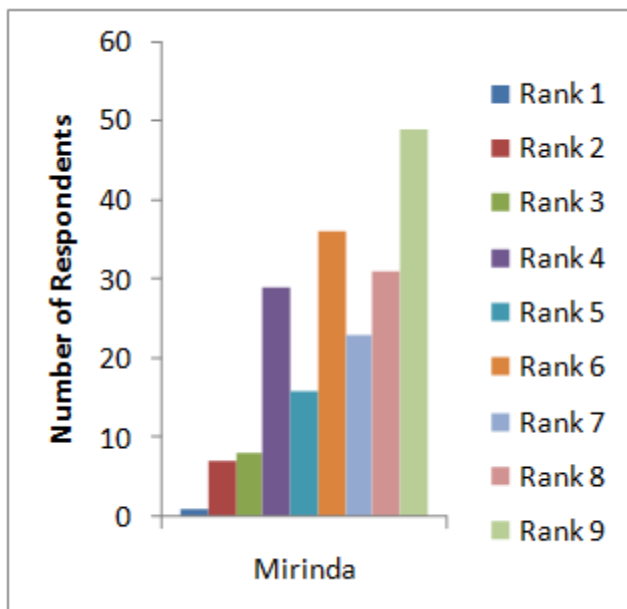


Figure 9 shows the respondents preference for Mirinda. Only 1 respondent marked Mirinda as his top priority. 7 respondents preferred Mirinda at second rank, 8 respondents preferred at third number, 29 respondents ranked Mirinda at fourth priority, and 16 respondents ranked Mirinda at fifth number. Further 36 respondents marked Mirinda at sixth rank, 23 respondents assigned rank seventh, 31 respondents gave eighth rank and 49 respondents marked Mirinda as their ninth preference.

**TABLE 1**  
Ranking of Soft Drink Brands

BRAND	TOTAL NO. OF RESPONDENTS	MEAN	RANK
Coca Cola	200	4.62	3
Pepsi	200	5.48	7
Limca	200	5.64	8
Maaza	200	3.08	1
Slice	200	4.51	2
Sprite	200	4.98	5
Fanta	200	5.36	6
Dew	200	4.85	4
Mirinda	200	6.50	9

On the basis of individual rankings of different brands done by different respondents, mean was calculated. The brand which was having lowest mean value was assigned first rank. Table 1 shows that the mean value of Maaza was low among all other brands i.e. 3.08 thus it was assigned first rank, followed by Slice with rank two as it was having a mean value of 4.51, Coca Cola at number three with a mean value 4.62, Dew at number four with a mean value 4.85 and Sprite was assigned fifth rank with a mean value 4.98. Further, Fanta was given sixth rank as it was having mean value 5.36, Pepsi at a seventh position having mean 5.48, Limca at eighth rank with mean value 5.64 and Mirinda was at ninth rank due to the mean value highest among all i.e. 6.50.

**FIGURE 10**  
Ranking of Newspaper

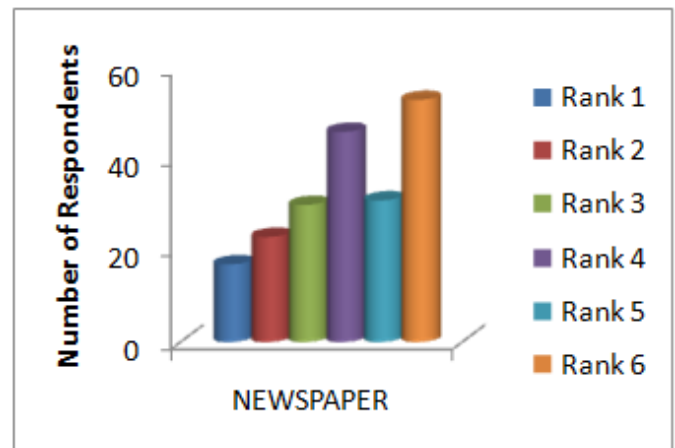


Figure 10 shows the sources of information which influences consumer behaviour towards soft drinks. According to the above table, 17 respondents expressed that newspaper was the most influencing source of information for them followed by 23 respondents who marked newspaper as the second influencing source, 30 respondents assigned rank three to newspaper, 46 respondents ranked newspaper at fourth number, 31 respondents positioned newspaper at fifth rank and 53 number of respondents expressed newspaper as the least influencing source of information, thus ranked it sixth.

**FIGURE 11**  
**Ranking of Family**

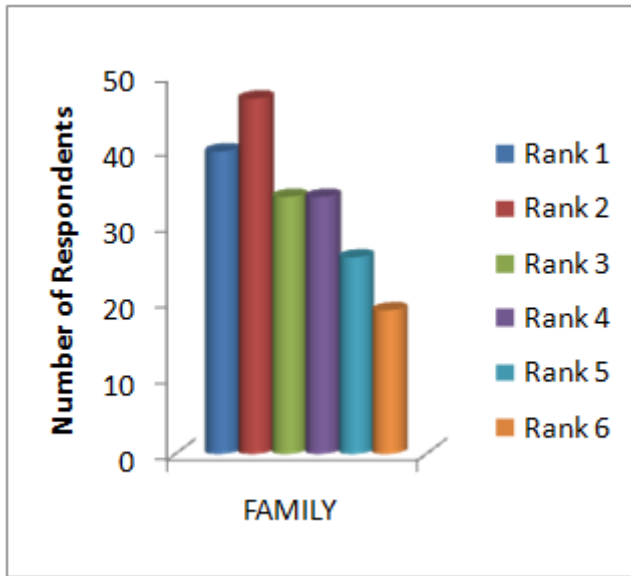


Figure 11 indicates that 40 respondents ranked family as the most influencing source of information, 47 respondents ranked family at second number, 34 respondents marked family at third and fourth rank respectively, 26 respondents ranked family members influence at fifth rank and 19 respondents assigned sixth rank to family influence.

**FIGURE 12**  
**Ranking of Celebrity Endorsement**

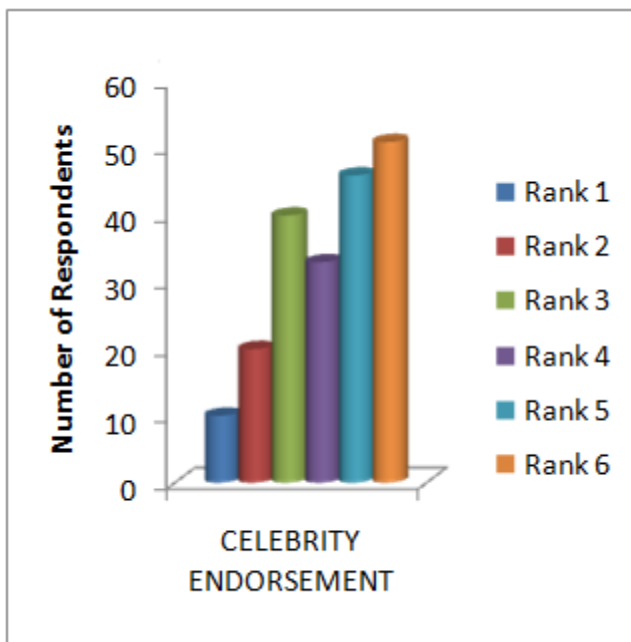
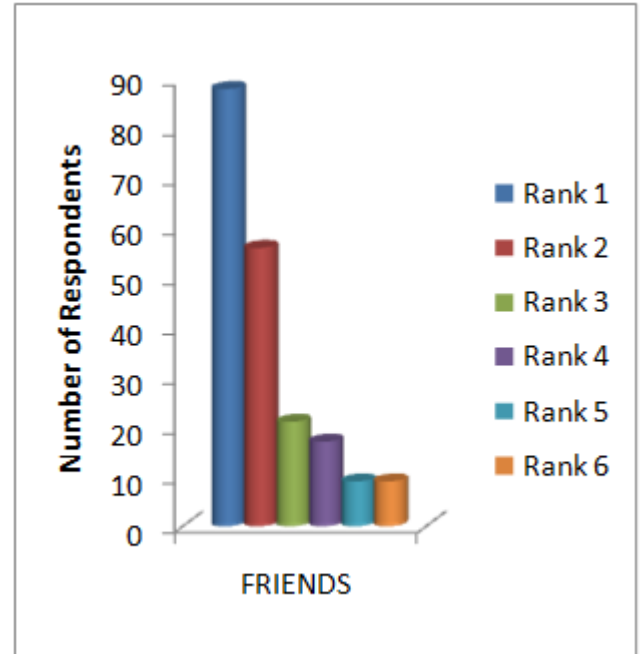


Figure 12 shows the influence of celebrity endorsement on consumer's behaviour. Only 10 respondents ranked the celebrity endorsement at first rank, followed by 20 respondents who ranked celebrity endorsement at rank two, 40 respondents marked celebrity endorsement at third rank. Further, 33 respondents positioned celebrity endorsement at rank four, 46 number of respondents marked celebrity endorsement at rank fifth and 51 respondents expressed that celebrity endorsement was least influencing for them and thus they assigned a sixth rank to it.

**FIGURE 13**  
**Ranking of Friends**



It was analysed from figure 13 that the highest number of respondents i.e. 88 respondents ranked friends as the most influencing source of information, followed by 56 respondents ranked friends at rank two, 21 respondents assigned rank three to friends, 17 respondents ranked friends at fourth number and 9 number of respondents ranked friends at fifth and sixth rank respectively.

**FIGURE 14**  
**Ranking of Social Media**

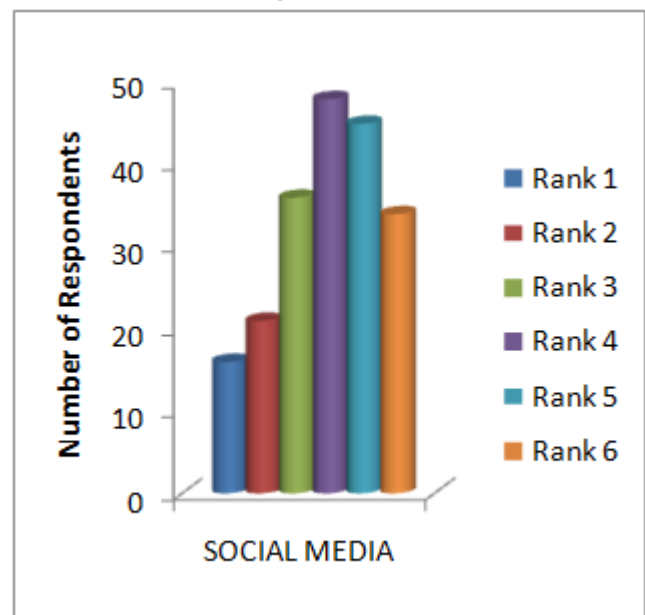


Figure 14 shows the ranking done by respondents in case of Social Media. 16 respondents marked the social media at first rank, 21 respondents ranked social media at second rank, 36 respondents assigned rank three to social media, 48 respondents positioned social media at fourth rank, 45 respondents ranked social media at fifth rank and 34 respondents ranked social media at sixth rank.

**FIGURE 15**  
**Ranking of Digital Media**

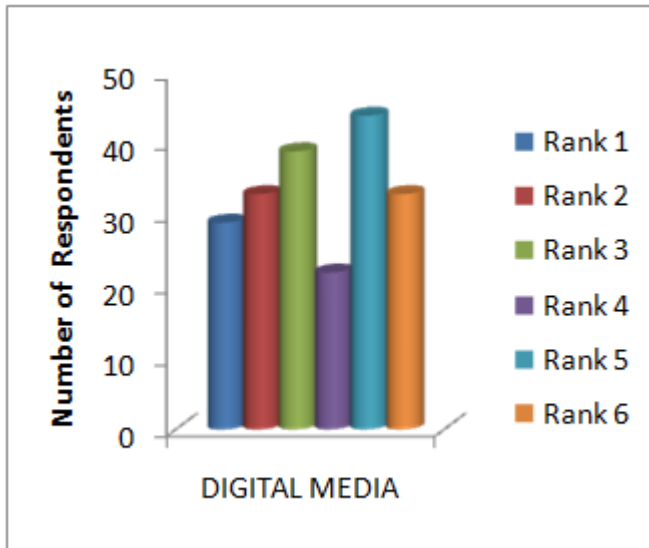


Figure 15 deals with the ranking done by respondents in case of Digital Media. Rank one was given by 29 respondents to digital media, whereas 33 respondents marked digital media at second rank. Further, 39 number of respondents positioned digital media at third rank, 22 respondents assigned fourth rank to digital media, 44 respondents ranked digital media at fifth rank and 33 respondents gave sixth rank to digital media.

**TABLE 2**  
**RANKING OF INFORMATION SOURCES**

INFORMATION SOURCE	TOTAL NO. OF RESPONDENTS	MEAN	RANK
Newspaper	200	4.05	5
Family	200	3.08	2
Celebrity Endorsement	200	4.19	6
Friends	200	2.15	1
Social Media	200	3.93	4
Digital Media	200	3.59	3

Table 2 explores the ranking of all information sources. The ranking was done on the basis of the mean value. It was noticed that highest number of respondents were influenced by friends that's why this information source was having lowest mean value i.e. 2.15 and thus it was given first rank, followed by family with a mean value of 3.08, third rank was given to digital media which was having mean value of 3.59, social media was at fourth number with a mean value 3.93. As far as fifth rank is concerned newspaper was at fifth rank with a mean value of 4.05 and celebrity endorsement was at sixth rank with a mean value of 4.19.

**7. Conclusion**

It was therefore concluded that most of the consumers preferred Maaza as their top priority followed by Slice, CocaCola, Dew, Sprite, Fanta, Pepsi, Limca and Mirinda.

On the basis of the findings of the above study it can be concluded that people got more influenced from their friends followed by family, social media, digital media, newspaper and celebrity endorsement.

**8. Recommendations**

- Companies should focus on retaining loyal customers with them and retailers need to provide more facilities at their stores. It was also observed that unavailability of brand influenced the decision of the buyers, thus companies should provide their brands at different stores.
- It was observed that friends were the most influencing source of information followed by family, social media, digital media, newspaper and celebrity endorsement. Companies and marketers need to work in this direction i.e. they should advertise their product in an attractive manner so that people get influenced by other sources also rather relying only on friends and family.

**9. Limitations of the Study**

As the data was collected from the respondents of Amritsar city only, so its findings/ results cannot be applied to other cities.

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