



Customers' Preferences Towards Various Soft Drinks Brands In Bhilai

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KEYWORDS

ABSTRACT

The project purports to work out the customer's preferences pertaining to the various brands of soft drink. Basically we intend to find out the most popular flavor, what factor compels to consume (like brand, advertisement, quality, variants), product rating (like excellent, good, average, poor), what size prefer most in the terms of packing (like 2ltr., 1ltr., 500ml 250ml), how often consume it, what is the source of information regarding the purchase of it, do soft drink come up with more flavor in the market from our sample. It is concluded that difference between the Determinants i.e. Brand, Price, Taste, Packaging, Advertisement, Size, Colour, are significant. The companies are therefore, advised to give more emphasis on Services of Company factor while producing Soft drinks because consumers highly considered the Services of Company factor while purchasing Soft drinks where as less emphasis on Retailer's, friend's and Relative's advice because consumers considered little about the reference of shopkeepers, friends and relatives factor while purchasing Soft drinks. They are also advised to make different strategies for different parameters as they are showing different preference behaviour.

INTRODUCTION

The project purports to work out the customer's preferences pertaining to the various brands of soft drink. Basically we intend to find out the most popular flavor, what factor compels to consume (like brand, advertisement, quality, variants), product rating (like excellent, good, average, poor), what size prefer most in the terms of packing (like 2ltr., 1ltr., 500ml 250ml), how often consume it, what is the source of information regarding the purchase of it, do soft drink come up with more flavor in the market from our sample. Soft drink as such is a very minor part of the food processing industry. Beverage as such is sector is largely recognized. Here we will also look into the market for this a survey was conducted in Bhilai, Chhattisgarh where respondents were asked to fill a questionnaire. The data was collected and analyzed to obtain conclusions. This report carries detail of the methodology followed detailed data analysis and the results so obtained with the variety of graphs along with given.

CUSTOMER' PREFERENCE

'Customer' preference' refers to how customers select goods and services in relation to factors like taste, preference and individual choices. Factors such as the consumer's income and price of the goods do not influence the customer's preferred products or services.

Soft drinks Industry in India:-

Soft Drinks in India industry profile provide top-line qualitative and quantitative summary information including: market size. The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market. Essential resource for top-line data and analysis covering the India soft drinks market.

RAW MATERIALS USED IN SOFT DRINKS

There are different types of raw materials used in different soft drinks. Most of the raw materials are as under:

1. Water:

The simple sweetened soft drink contains about 90% of water, while in diet drinks; it contains 95% of water.

2. Flavour:

Flavour is of great importance in soft drink. Even water from

different places has different taste. The flavour for taste added can be natural or artificial, acidic, caffeine.

3. Artificial Flavour:

These are the flavours manufactured from natural extracts; this issued to give greater choice, in taste to consumers.

4. Acids:

Acids like citric acid & phosphoric acid are added to give refreshing tartness or bite & help in preserving the quality of a drink.

5. Natural Flavours:

These are the flavours, which are extracted from fruits, vegetables, nuts, barks, leaves etc. in soft drink containing natural flavours & fruit juice

6. Caffeine:

Caffeine has special kind of taste makes the taste of soft drink royal one. Caffeine was added to soft drink from its introduction to a commercial market but now caffeine free soft drinks are also available. Its quality is ¼ than compared with same amount of coffee.

7. Carbon Dioxide:

Carbon Dioxide is a colourless & smells less gas, which is added to cold drink to get bubble & it also help in keeping drink strong & fresh.

8. Colour:

Along with taste of soft drink is also of very important, the company tries to maintain both taste & colour of the soft drink everywhere in the world.

9. Sugar:

Sugar syrup is added to the drink at around 75 degree 0c to the pure drinking water, this is to make soft drink taste sweet. Even artificial sweetness is also used

Factors Influencing preference to soft drinks:-

1.BRAND 2.PRICE 3.PACKAGING 4.TASTE 5.COLOUR 6.ADERTISMENT 7.SIZE

OBJECTIVES OF THE STUDY:-

- The current study was undertaken to achieve the following stated objectives:
- To find out the best preferred brand of soft drinks among various available brands.
- To find out the most considerable factors while buying soft drink products.
- To understand the purchasing behaviour of customers.

REVIEW O F LITERATURE

Nishu Sharma (2011), Comparative study on consumption patterns of soft drinks and fruit juices studies how different consumers consume soft drinks and fruit juices with respect to different patterns of consumption.

Gopi & Arasu, (2012) focused on factor analysis model and its application to identify consumer preferences for a popular soft drink product in Dharmapuri. The results depicted that the consumers’ preferences were characterized by four factors: branding, validation and prices, packaging **and** taste, respectively. Rotational factors successfully extracted the factor of branding as the dominant factor.

COMPANY PROFILE

Pepsi: Late 80’s and early 90’s—Pepsi’s struggle to enter India. The punch line was “YEH DIL MAANGE MORE” which was an iconic line and struck a chord amongst the people.

Coca-Cola: In 1970’s and early 80’s—the entry and exit of Coke India has proved to be perhaps the toughest battle ground for the Cola giants. Punch line of coca cola “OPEN HAPPINESS TO LIFE” In India.

Sprite: SPRITE A ‘CLEAN LIME’ DRINK .Since its inception is 1999, Sprite has not only established itself as a brand.The commercials ended with a series of slogans “SEEDHI BAAT, NO BAKWAAS.....CLEAR HAI”.

Maaza: Maaza was launched in 1976 in India..The punch line of maaza HAR MAUSAM AAM.....

Mirinda:

Mirinda is a brand of soft drink originally created in Spain franchisee in the Middle East and Africa in 1976.

Thums Up:

Thums Up is a brand of cola in India. In October 2012, Co-ca-Cola India signed Salman Khan once again as the brand ambassador of Thums Up. The punch line of thums up “TASTES THE THUNDER!”

SAMPLE AREA: - BHILAI

Bhilai is a city in the Durg district of Chhattisgarh, in eastern central India. As of 2001, it had a population of 556,366. [1] The city is located 32 kilometers (20 mi) west of the capital Raipur, on the main Howrah–Mumbai rail line, and National Highway 6. Bhilai is famous for the Bhilai Steel Plant, which is the largest steel plant in India and known for being the only manufacturer of rails in the country used by Indian Railways. The climate is pleasant and mild in the winter (minimum temperature 10 °C,50 °F). There are medium rains in the monsoon season. The summers are very hot and dry, with maximum temperature 48 °C (118.4 °F), and minimum humidity. The town of Bhilai Nagar is the second best planned township in India, which has won Prime Minister’s Trophy for ten times for green environment. Bhilai Nagar is divided into 11 sectors and various other areas.

RESEARCH METHODOLOGY

RESEARCH DESIGN ADOPTED: -

Descriptive research was adopted

METHOD OF DATA COLLECTION

Primary data: -

Primary data has been collected through questionnaires.

Secondary data:

secondary data has been collected from internet related to company, competitor’s etc. Review of articles being published on the topic in various magazines and newspapers.

RESEARCH TECHNIQUE: -

The research technique used is Questionnaire.

SAMPLING DESIGN :-

A sample design is a definite plan for obtaining a sample from a given population.

Sampling design adopted :-

Conveniences sampling.

STATEMENT OF PROBLEM

We find the advertisement of almost all brands of soft drinks. Customers should be more cautious about their drinks, in order to find out their quality and their display. They can also come to know the soft drinks by visiting the shops. Among all the soft drinks brands customer have to judge the other factors such as price, variety and taste before making their buying decision. After satisfied with the above factors they have to select the right drinks. The project tries to find out the Objectives factors of consumer preference. Today’s market is open market, consumer taste & preference is always changeable in condition, Company’s strategy should be high. So that I want to study those factors while choosing soft drinks bear in the mind of consumers’.

HYPOTHESIS

H 1: Advertisement is biggest informative source by which customer aware about soft drinks...

H 2: Taste factor influence the customer buying decision towards soft drinks.

H 3: Seasonal impact can be found on customer preference towards soft drinks.

H4: Gender factor affects the preference of different brands of soft drinks.

H5: Preferences varies according to age group of customers.

DATA ANALYSIS & INTERPRETATION

DEMOGRAPHIC CHARACTERISTICS:-

The demographic characteristics of the respondents are given below

Measure	Item	Number of Respondents
Age	<15	8
	15-25	15
	25-35	10
	35-50	5
	>50	2
Total		40

FINDINGS OF THE STUDY:

In case of soft drinks people generally go for taste, quality and advertisement of the product rather than price or companies name.

It was also found that people don't buy soft drinks as a status symbol.

It was also found that soft drinks are the popular beverages of youngsters in Bhilai city.

It is also found that Sprite is most preferred brand among people in Bhilai.

It was also found that soft drinks are preferred in plastic bottle more than 'Can and glass bottles'

It was also found that people prefer soft drink for thirst.

It was also found that people mostly preferred soft drinks in summer season.

It was also found that people are attracted for coca-cola advertisement most.

SUGGESTIONS:

Try to enhance the taste and quality of your soft drink products.

Make the packaging more attractive.

People are more conscious for advertisement of soft drink; try to increase advertising of products.

Make sure that your product is easily available everywhere and every time.

Try to make a new taste of soft drink.

As per the respondents opinion soft drink should be more hygienic as

CONCLUSION:

It is concluded that difference between the Determinants i.e. Brand, Price, Taste, Packaging, Advertisement, Size, Colour, are significant. The companies are therefore, advised to give more emphasis on Services of Company factor while producing Soft drinks because consumers highly considered the Services of Company factor while purchasing Soft drinks where as less emphasis on Retailer's, friend's and Relative's advice because consumers considered little about the reference of shopkeepers, friends and relatives factor while purchasing Soft drinks. They are also advised to make different strategies for different parameters as they are showing different preference behaviour.

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