

A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS SOFT DRINKS: A CASE STUDY IN BANGALORE

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Abstract

Understanding consumer behavior of an essential component in developing a marketing plansince customers are the most crucial aspect in the success of any organization. The study of what consumers purchase, how they buy it, where they buy it, and how much of it they buy atwhat time and place. Along with the choice of whether to buy or not, there is also the choice of which source to use.

The purpose of this study is to examine soft drink consumer preferences and purchasing trends.

Understanding consumer behavior is one of the essential elements in developing a marketingplan, as customers are the most important aspect of the success of any business. Consumer demand is key in the context of the perpetual business as it has been proven to drive companies into the organization. Therefore, you need to understand the importance oftheir actions while creating and executing your marketing tactics. Consumer behavior is the object of study. What to buy, why to buy (price, advertising), why to buy (product), where (store), how (method) to buy (method of purchase), etc. In addition, factors that influence internal and external behavior, such as self-concept, age, family, social and cultural background, and views on both socioeconomic class and personality.

Keywords: Consumer buying behavior, buying soft drinks, product, price, place, promotion.

1. INTRODUCTION

Consumer behavior focuses on determining how individuals use available resources such as time, money, effort, and consumption-related items. This includes what you buy, why you buy it, when you buy it, where you buy it, how often you buy it, how often you use it, how you evaluate it after you makea purchase, and how such evaluations affect your future purchases and how to dispose of them. Profit from consumer relations is an important aspect of any business. Therefore, the basic goal of any businessis to maximize profits through customer satisfaction. But consumer satisfaction is always difficult to achieve.

Consumers express their needs and desires, but their behavior may vary. He may not be aware of his deeper motives and he may change his mind at any moment

Despite these differences between consumers, there are many similarities between them. To find these, it helps to study the perceptions and shopping and shopping behavior of your target customers. Now he has the information he needs to develop products, pricing, communication channels, and other marketing elements. However, in most markets, the buying dynamics of buyers vary greatly. Dealing with these differences is a complex task for his marketing strategist. For example, in hypermarkets, shopper typically differ not only in terms of age, income, education level, and geography, but more radical in terms of personality, lifestyle, and expectations.

Consumer behavior adds to the key value of marketing his manager and others professionally engaged in purchasing activities in the rapidly growing fields of research and education. An important reason tostudy consumer behavior is to assess consumer groups with unmet needs and desires. The essence of modern marketing concepts is that all

elements of a business should aim at consumer satisfaction.

The challenge for marketers is to determine the relative impact of various factors and skillfully apply the so-called information to the appropriate marketing mix. In other words, the overall marketing effort must be designed so that consumers perceive its various characteristics as answers to perceived problems and perceived needs and try to identify them. It focuses on the causes, not the consequences, of the effective marketing strategies and tactics used by successful companies in the market.

Objectives of the study

1. To **examine** the consumer buying behavior towards soft drinks in the local market
2. To **identify** the key factors that influence consumer purchasing decisions for soft drinks

Methodology

The study is based on primary data analysis collected from 100 respondents using convenient sampling method. The study employed extensive literature review and multiple regression analysis to measure the impact of selected variables on the consumer buying behaviour.

2. REVIEW OF LITERATURE

Consumer buying behavior is a combination of consumer attitudes and preferences. A consumer's decision-making process when purchasing goods and services in a market. This is a study on consumer driving behavior. Purchasing and using certain products. Researching consumer buying behavior is paramount to helping marketers understand market expectations. Consumer preferences are defined as subjective preferences. Measured by the utility of different bundles of goods. Consumers can sort these bundles of goods according to the uses that serve them. The ability to purchase a product does not determine consumer tastes and preferences.

Walters and Bergiel (1989) define consumer perception as the entire process by which individuals perceive their environment and interpret it to fit their frame of reference for a particular product. They further explained that all perceptual processes involve a person interpreting through sensory events, relationships, or other things that can be called commands. It occurs when you receive information about a product through your brain, encode and classify that information, and assign meaning based on your frame of reference (Van, 1991). Understanding perceptions is critical for marketers as it makes it easier to determine what is influencing consumer purchases. There are individual differences in impressions. Therefore, each individual can perceive the same product differently (Kotler, 2002). The process of perceiving, choosing, organizing, and interpreting is a highly individual process based on each person's needs, values, and expectations. Furthermore, individuals act and react based on perceptions rather than objective realities derived from past experiences (Schiffman & Kanuk, 2009). The Role of Consumer Perception in Marketing Consumers is constantly exposed to a wide variety of sensory stimuli from increasingly rich and sophisticated marketing communications. Consumer purchase decisions for a particular product are therefore heavily influenced by the interpretation and positive connotations.

Isibor, O. F., Iyamu, OG & Oghenevwodokohwo, J. (2019). Soft drink preferences and perceptions in Benin City. *Advances in Management*, 18(2), Consumer perception is important in marketing because it reflects how consumers perceive a product or service. Therefore, marketers can influence consumer perceptions only by understanding their current perceptions and becoming familiar with their perception processes (Kotler, 2002; Lake, 2009). Understanding this process helps marketers formulate product and communication strategies (Solomon, Bamossy, Askegard, and Hogg, 2006; Berenbaum, and Larkin, 2007).

Determinants of Consumer Perception and Preference for Soft Drinks

Like other factors of consumer behavior, perceptions and preferences are determined by consumer internal factors, external factors, or a combination of these internal and external factors (Egmond & Bruel, 2007). . these factors, whether qualitative or quantitative, solve specific consumer problems and needs and add value to consumption (Aggarwal, 2004). A key factor in determining consumer perceptions, preferences and satisfaction is perceived quality (Bedi, 2010; Kassim and Abdullah, 2010, see master's thesis). Quality is a key market and product differentiator (Baker, 1995). It plays an important role not only in customer retention and attraction (Jensen & Markland, 1996) but also in gaining a competitive advantage (Santos & Matthews, 2001). Perceived quality is the quality seen by the consumer. It can be positive or negative and is the basis for subsequent repayment or purchase decisions (Trehan, 2008). Given the importance of quality in marketing, its conceptualization, relationship to satisfaction, and methods of measurement continue to be at the center of marketing research (Isibor & Odia, 2014). Therefore, several approaches to quality measurement have been proposed.

SERVQUAL scale was developed by Parasuraman, Zeithaml, and Berry (1988) to measure. Consumer Preferences and Perceptions of Soft Drinks in Benin City. *Advances in Management*, 18(2), 170-185. The SERVQUAL scale assesses service quality in terms of customer perceptions of service/service provider specificity, reliability, responsiveness, safety, and empathy. However, like many other scales, the SERVQUAL scale is only suitable for assessing quality in a service context. Therefore, evaluating products at the level of their attributes or characteristics has been proposed as the best approach to understanding and measuring product quality. This approach offers many practical advantages for consumer researchers and marketers, especially in terms of quality control and improvement (Agbonifoh, **Isibor, & Okere, 2016; Gray & Dennis, 2010**).

However, there is no comprehensive list of product attributes related to food and beverages. The features that are recognized depending on the client and the situation (Kariyawasam, Jayasinghe-Mudalige & Weerahewa, 2007). For example, Caswell (1998) categorizes the attributes used to assess food quality into food safety, nutritional value, sensory/sensory, value/function, process, text/measure, and rating, and Munnukka (2008) Design Containers, Serving Sizes, and Flavors. . color as an attribute that consumers use to judge the quality of food. Meher, Bulbul, and Khaled (2017) identified price, brand image, taste, availability, aroma, advertising, packaging, size/type, expiration date, and ingredients as soft drink quality attributes. Considering the details of the soft drink market in Nigeria, we have covered eight attributes proposed in previous studies: taste, color, aroma, nutritional value, price, size, container design, and availability/accessibility. . trying to determine if there are any other attributes. Attributes by which consumer's judge the quality of non-alcoholic beverages.

EMPIRICAL LITERATURE

Mishra (2010), in his study, Opportunities and Challenges for Soft Drinks in Rural Markets in India, concludes that rural markets have opened up new frontiers for modern retailers. Rural income in India and its purchasing power has also increased in recent years. Soft drink companies need to understand their needs and capitalize on the enormous potential of local markets with the right marketing strategies. India's rural market can be viewed as a soft drink to be explored. There is a preference for a rural lifestyle and so on. Several factors are hindering the growth of the rural market and need to be addressed. Soft drink manufacturers face availability, acceptance, and perception issues in rural India.

Hyman (2009), in his study of promotion as a cooperative in the soft drink industry, argues that given the longevity and the nature of this market, it is impossible to explain the promotion by collecting customer information. We concluded that soft drink penetration was highest in grocery stores, and it is unlikely that there were a sufficient number of non-consumers to explain the observed concentration of advertising. Soft drink bottlers promote their brands for a combination of collaborative and competitive reasons that support their brand interdependence framework. A former Pepsi executive said of the Coke competition: We wanted to win more than their fair share. Soft drink variability is highest in grocery stores, and it is unlikely that there are enough non-consumers to support the observed intensity of advertising.

Guthery (2005), in his study "The Challenges of Marketing Coca-Cola in Brazil", concluded that global soft drink sales increased by an average of 5,444 years. According to the company's 2002 Global His Soft Drinks Report, its 4,444 customers worldwide drank 4.12 billion liters of its soft drinks in 2001. This equates to him being 4, 444, 67.5 liters per person. The Coca-Cola Company has stepped down as a leader in soft drinks. The company sells its products in over 200 countries. In the US, Coca-Cola and Pepsi hold market shares of 44% (44%) and 31% (31%) respectively. The Coca-Cola brand was the market leader in the Brazilian soft drink market, with a market share of 35.6%. It is an important investment destination for global companies, especially consumer goods manufacturers.

Johnson and Peppas (2003) measured standards of management and leadership practices in a study of crisis management in Belgium, The Coca-Cola Company, and other companies.

The Coca-Cola brand has become a symbol of globalization and the second most recognizable term in the world. He also enjoys unparalleled loyalty and dedication from his employees, customers, and shareholders. The company had a reputation for doing the right thing the right way

Sarwade and Babasaheb Ambedkar (2002), in a study of the emerging aspects of local shopper behavior, found that high quality and retail price availability were major influences on local consumers of specific product brands. I found should be a factor. Retail prices, advertising, word of mouth, and store owners are other factors that have influenced his soft drink brand in the study area. A study was conducted to identify popular soft drink brands in rural areas of Tamil Nadu and factors contributing to soft drink purchases. The rural soft drink market is the major market for Coke and Pepsi, accounting for up to 8% of total rural sales across India.

Anderson and Vileassim (2001) conclude that deriving the demand for carbonated drinks from the demand for soft drinks from consumer theory ensures that aggregate demand 'behaves right'. Therefore, the retailer's corresponding profit function satisfies all the conditions necessary to derive the optimal price vector. When investigating category profitability with this specification, it may be necessary to specify additional ad-hoc constraints to maximize the profit function. It smoothes out volatility and can be used to measure whether consumers are willing to pay to maintain the status quo for hypothetical changes in marketing or category terms.

Tepper and Amy (1998), in a study of consumer acceptance (flavor (or) health) of Coca-Cola beverages in rural areas, found that taste and health considerations contribute to consumer preferences and purchasing behavior. I concluded that it contributed to the intention.

Consumers are interested in Coca-Cola beverages. Eight commercial Coca-Cola beverages were evaluated by 305 adult consumers. They also completed a brief nutrition questionnaire. These variables emerged as the first factor in his analysis. This suggests that consumers consider these attributes to be the most important when choosing Coca-Cola beverages. The second factor described health problems and related to respondents' attitudes toward dietary fat. Factory 3 included his remaining two sensory attributes (color and crispness), but these were of secondary importance to the respondent.

In Park and Srinivasan's (1994) study, A Survey-Based Method for Measurement and Understanding Soft Drink Brand and Its Extensibility, the individual consumer's overall brand preference and the differences between multiple-dose soft drink are presented as - Attribute settings based on objectively measured attribute levels. Soft drink brands are therefore the difference between subjective and objective preferences, and this difference is due to the influence of soft drinks. Richard (1993), in his study Co-branding Aims for Dual Attraction, states that our approach makes products containing brand elements appeal to both marketers and consumers.

The first is the existence of multiple decision-makers Consumer reviews and fair market interests must satisfy her two classes of supply-side decision-makers Sellers of bundled products; Manufacturers of branded parts; Seller returns are associated with bundle level 4464 impacts such as: for example. : B. Premium, profit, and/or market expansion from marketing bundles of branded components 4484 Second, there is the contingent value. Branding elements have a certain value. It shows better quality and performance than traditional attributes. Also, component values are vulnerable to affiliate interactive influence

3. DATA INTERPRETATION

Table 1: SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.946718822
R Square	0.896276528
Adjusted R Square	0.884215659
Standard Error	9.724053243
Observations	49

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	5	35134.04	7026.808	74.31277	4.84E-20
Residual	43	4065.96	94.55721		
Total	48	39200			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	3.189023805	14.69938	0.216949	0.829274	-26.4551	32.83316	-26.4551	32.83316
gender	1.305558888	8.394393	0.155527	0.877133	-15.6233	18.23447	-15.6233	18.23447
age	3.976189048	8.487695	0.468465	0.641818	-13.1409	21.09326	-13.1409	21.09326
Media	-							
Influence	2.780008159	1.812475	-1.53382	0.1324	-6.43521	0.875195	-6.43521	0.875195
Preference	15.265658	5.278184	2.892218	0.00598	4.621185	25.91013	4.621185	25.91013
Packaging and taste	6.825098387	3.120631	2.187089	0.034222	0.531747	13.11845	0.531747	13.11845

To measure the impact of gender, age, media influence and soft drink preference and packaging and taste on the buying behaviour of the consumers, a multiple regression analysis is performed. It can be seen from table 1, the R² value shows that 89 percent which shows that the variability explained. Further, the significance level in ANOVA table shows less than 0.05 value and the coefficient table reflects that gender, age and media does not impact consumers buying behaviour however, the choice of soft drink based on consumers preference, packaging and taste shows the p value is 0.005 and 0.03 which is less than 0.05.

4. RECOMMENDATIONS

Most respondents prefer soft drinks during the summer months. This means we can take more advanced measures in the summer. The majority of respondents prefer bottled soft drinks. In this way, manufacturers can expand their range of bottled soft drinks. Continuous advertising attracts customers. Continuous advice can help you grow your marketshare. Manufacturers say their customers are switching brands for new product variations. New products must be manufactured and brought regularly.

- Reduce consumption of regular sports drinks, sodas, sodas, and other sugary beverages.
- Increase water and low-fat or low-fat milk consumption
- Reduce access to sugary drinks among young people to reduce consumption.
- The company should improve the quality of its packaging
- The introduction of new flavors is proposed to make product promotion more efficient. The company is

suggested to increase internet usage for further promotional activities.

- It is therefore suggested that brands should expand their marketing channels to reach potential markets for their products.
- Respondents can be inferred that newspapers and banners do not influence soft drink purchases Therefore, brands should promote their products more through newspapers and banners.
- Surveys show that most respondents do not buy soft drinks because they are unhealthy.

5. CONCLUSIONS

As stated in the Objectives, this study aimed to determine brand preferences and the factors that influence young consumers of packaged soft drinks. A group of 15 to 35 years old. The most preferred brand is Coca-Cola and Sprite is her second choice in her teens. Soft drink consumption Beverage consumption is higher than before People's patterns and lifestyles changed dramatically, and non-alcoholic beverages became popular. Everyone's tastes are changing as lifestyles and income levels change. People are changing consumer behavior. Competition among brands has a significant impact on consumer purchasing behavior. Quality and taste, influence consumer purchasing decisions. Drinking soft drinks is bad for your health and causes too many diseases, but drinking soft drinks changes your soft drink lifestyle. Consumption is an important commodity in modern societies, whether urban or rural. It is becoming more and more popular in the consumer world.

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